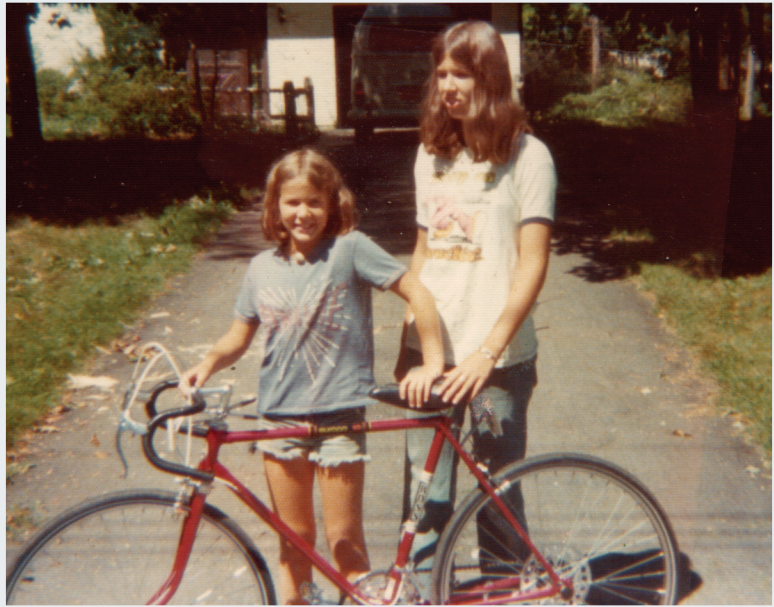


# OFFICIAL VELVA SHEEN MASCOT BOOK





**OFFICIAL  
VELVA SHEEN  
MASCOT  
BOOK**

forward by  
**Bart Laube**

**2007**

Survivor



In the 1970's America became infatuated with the printed t-shirt. Although the original printed T was created sometime in the 1950's the popular culture did not wear them everywhere everyday all the time. People used to wear a t-shirt as an undergarment to soak up sweat. The rampant drug use and casual attitude of the 1960's counter culture became main stream and commercialized in the 1970's. So giant corporations were "letting it all hang out". One of the industries to come out of this casual attitude was the silk screen printed t-shirt, and one of the giants of this movement was Velva Sheen.

At the peak of production they had three warehouses at their plant in Fairfax Ohio running



24 hours a day 7 days a week. One plant had 15 to 20 automatic silk screen machines endlessly churning out Disney Mickey Mouse shirts 24 hours a day. At three in the morning on any given day there was some nameless worker pulling shirts off the platen and putting them on a cart to be wheeled to the warehouse. These people cursed like sailors and laughed and cried while the Sheen rolled on. It was no fantasy land but money was to be made.

The kernel of the sales force was the Velva Sheen Mascot Sample Book. Salesmen would show up armed with the book at hand to colleges, or large high schools. Basically the customer would pick out a mascot for the school, say a lion and a lettering style, say block. The salesman would write up the order, send it to the plant where a nameless production artist would assemble the fore mentioned items. If the art for approval box was checked on the order sheet they would send a copy of the final art to the customer to approve. On simple designs they would go straight to the film room. Where a transparent film was shot from the paper, the film was given back to the artist who added crop marks and codes. Then it went to



This was made before the standard book came out



Mickization was rampant during the 80's



This is Owl O-2 from page 36



A lot of designs were custom made for special events



This multi color design was customized by changing the white plate thus making a multi color design for the cost of a one color

the screen room where it was made into a silk screen on a large vacuum table. The screen would go to the press, then the shirts would ship. Usually in about two weeks.

After 2 million shirts were made, the brand was sold, and consolidated and the plant at Fairfax was shut down, leaving 3000 nameless people out to wonder the streets.



This shirt was made with mascot T-7 on page 37

With this book an empire was created flourished and was dashed. That is a lot of power for a few sheets of paper. Vintage Velva Sheen shirts are sought by collectors.



This vertical arched lettering is either Vital Laser Type or hand cut out of rubilith. Rubilith was a red film used for color separations



Outlined type on a circle  
Pretty standard layout

# VELVA SHEEN FONT SELECTION

**BLOCK**

**OUTLINED**

**MACHINE**

**HOBO**

**HOTDOG**

**SERIF**

*Brush Script*

*Mistral*

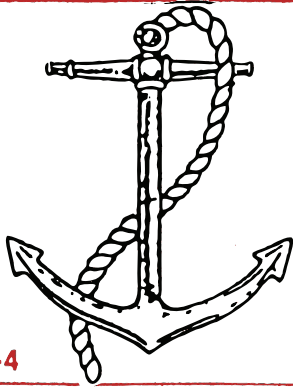
*Casual Script*

**Cooper Black**

**VITAL LASER TYPE**



A



A-4



A-5



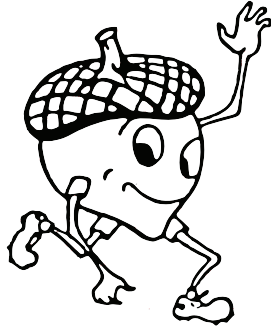
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A-17



A-19



A-20



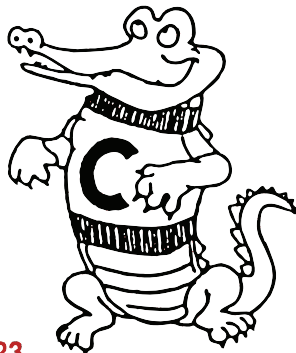
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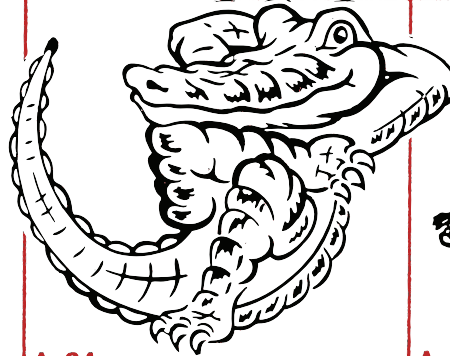
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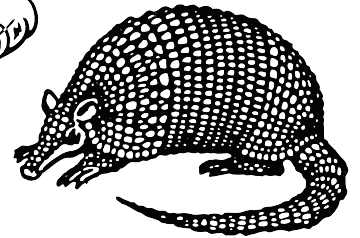
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A-23



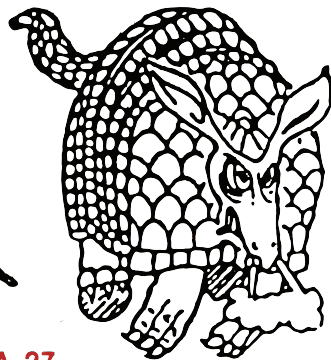
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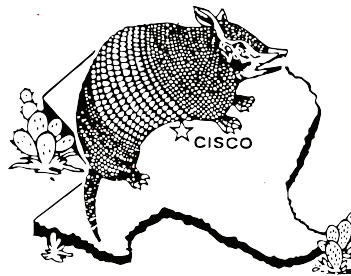
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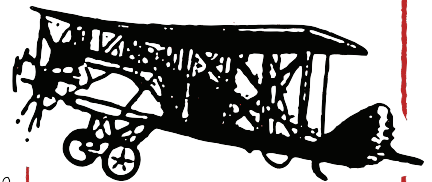
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A-27



A-28



A-29



A-30

**B**

**Velva Sheen**  
Mfg. Co.



B-5



B-7



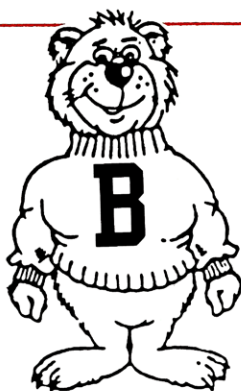
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B-9



B-42



B-46



B-47



B-48



B-49



B-50



B-51



B-52



B-53



B-54



B-55



B-56



B-57



B-58

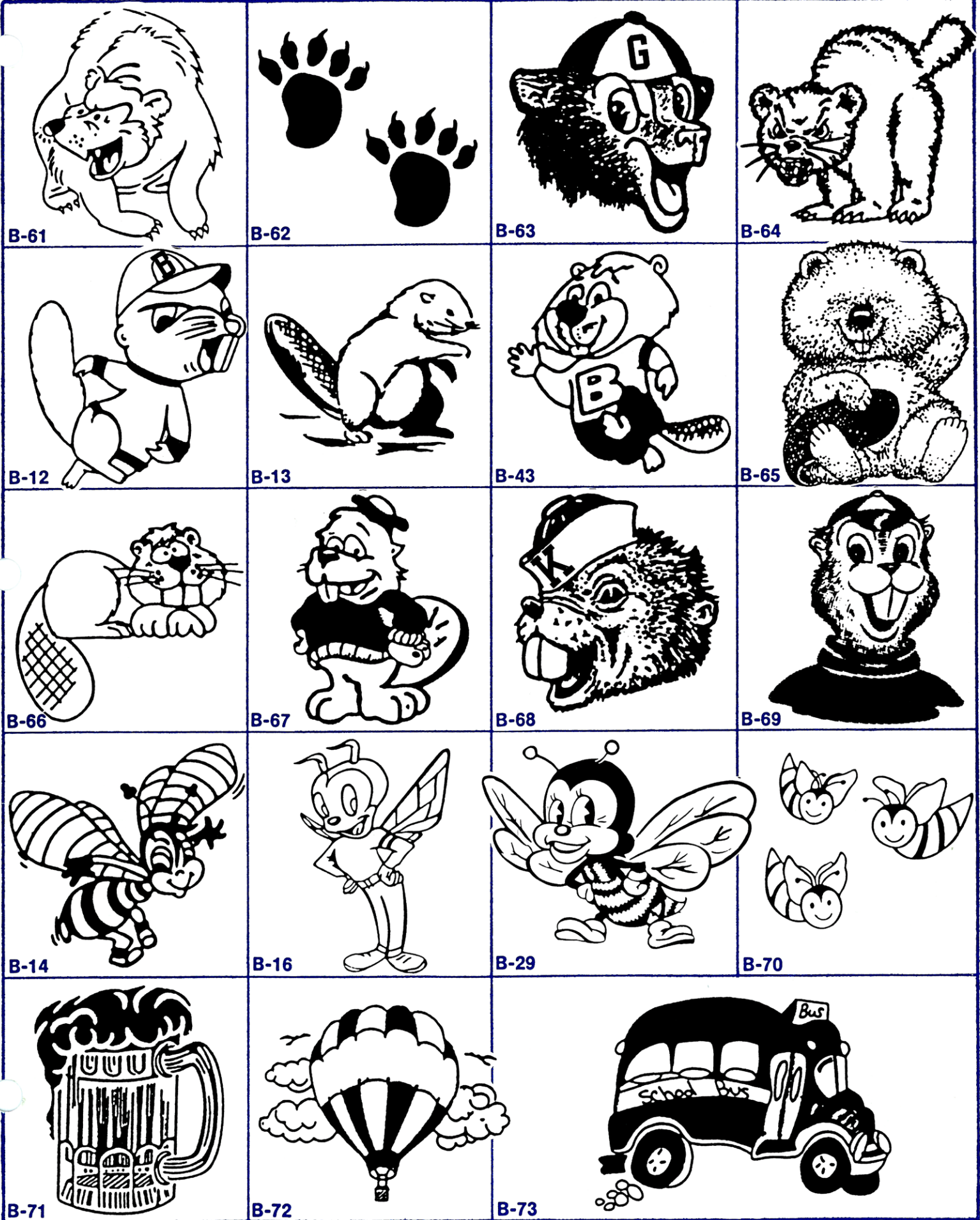


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B-60

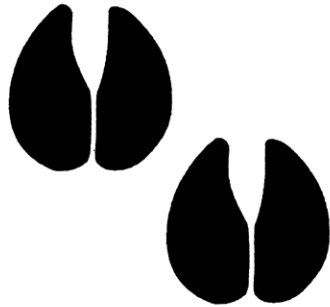








B-17



B-74



B-75



B-76



B-77



B-21



B-30



B-78



B-79



B-80



B-81



B-82



B-83



B-84



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B-86



B-87



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B-89



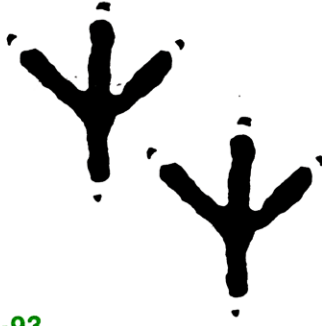
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B-91



B-92



B-93



B-94







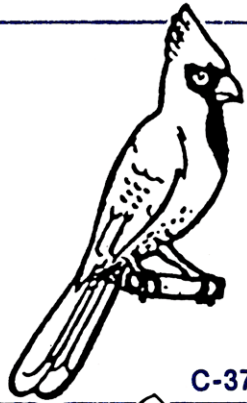




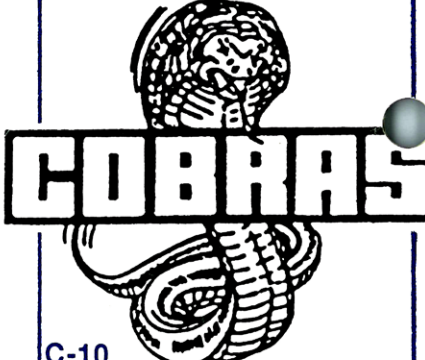
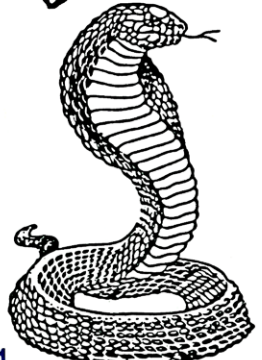




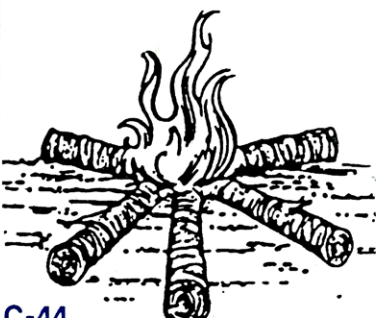




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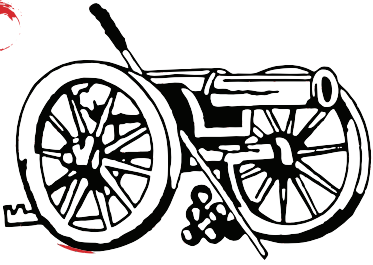


**C**

 <p>C-1</p>	 <p>C-2</p>	 <p>C-3</p>	 <p>C-34</p>
 <p>C-35</p>	 <p>C-36</p>	 <p>C-37</p>	 <p>C-38</p>
 <p>C-39</p>	 <p>C-9</p>	 <p>C-40</p>	 <p>C-10</p>
 <p>C-41</p>	 <p>C-12</p>	 <p>C-18</p>	 <p>C-42</p>
 <p>C-43</p>	 <p>C-44</p>	 <p>C-45</p>	 <p>C-46</p>



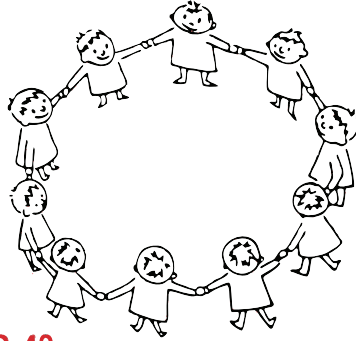
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C-47



C-48



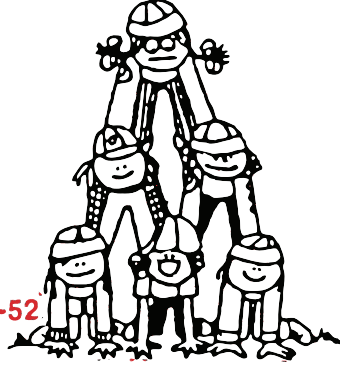
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C-50



C-51



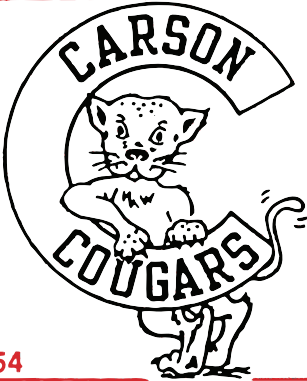
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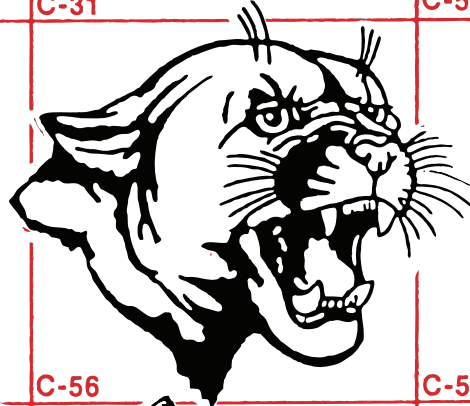
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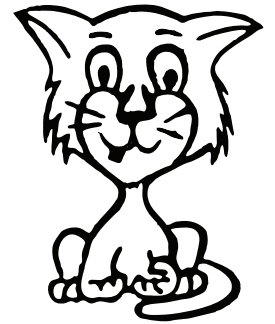
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C-55



C-56



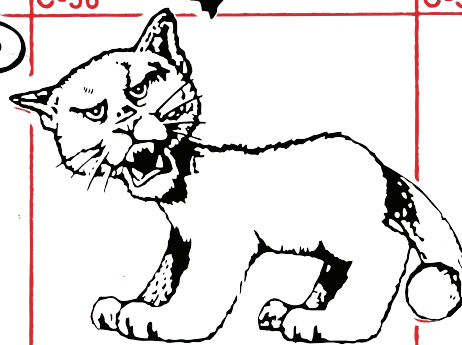
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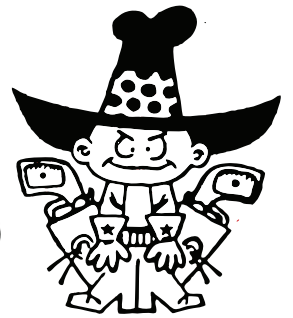
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C-59



C-60



C-14



C-15



C-61



C-62



C-63

**C**



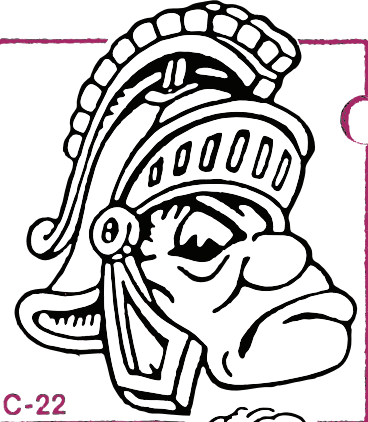
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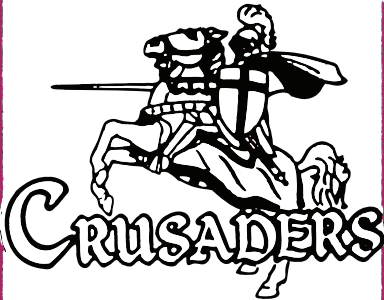
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C-66



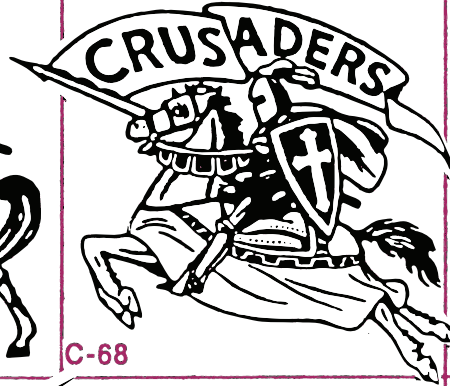
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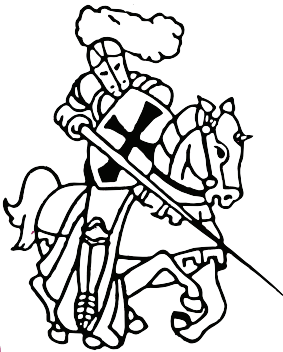
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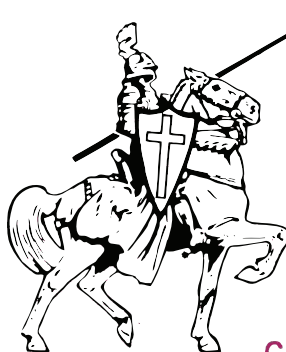
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C-69



C-70



C-71



C-72



C-73



D



D-2



D-4



D-5



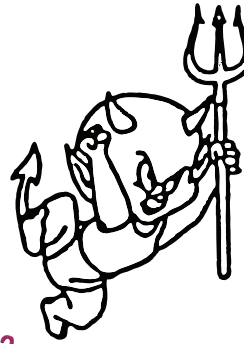
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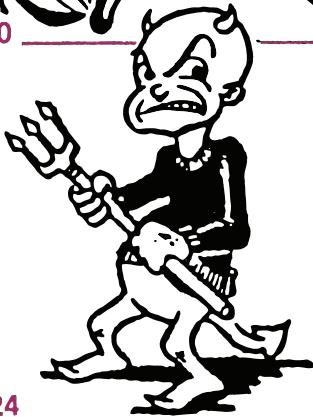
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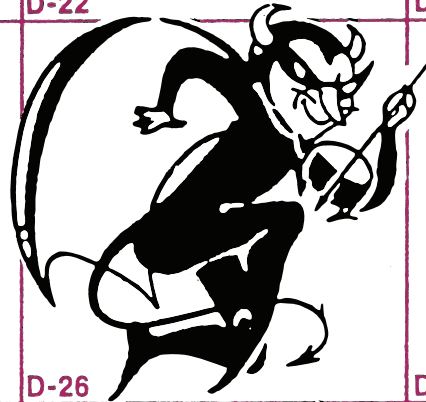
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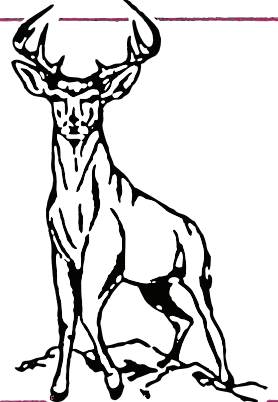
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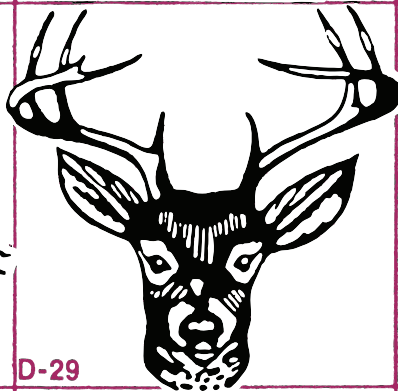
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D-27



D-28



D-29



D-30



D-31



D-32



D-33

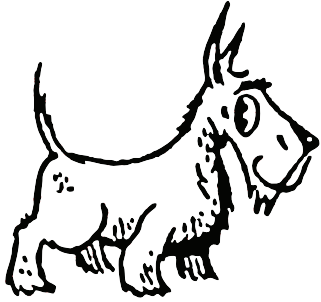


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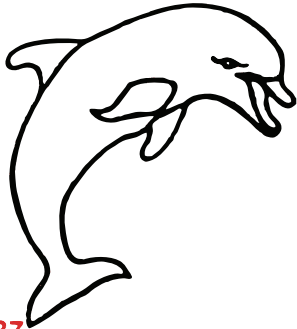


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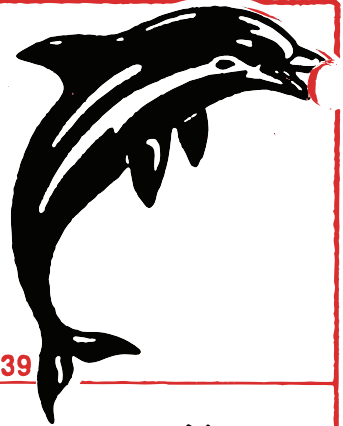
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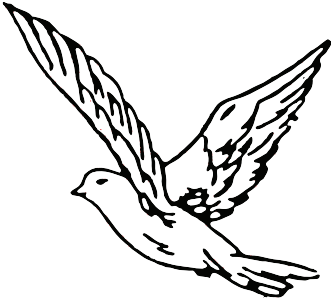
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D-38



D-39



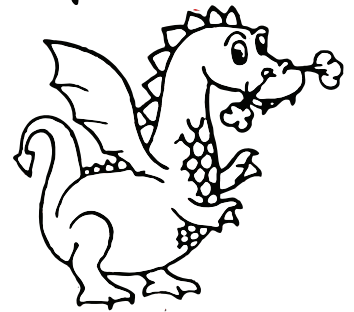
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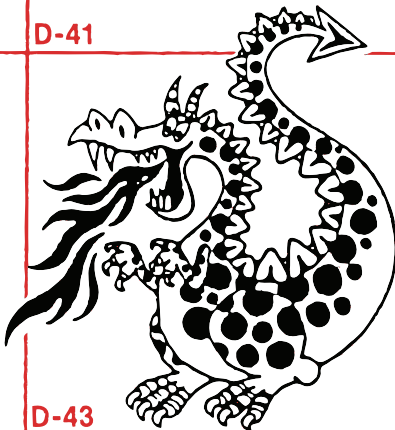
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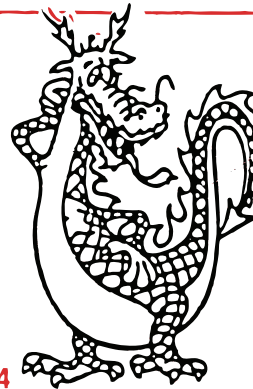
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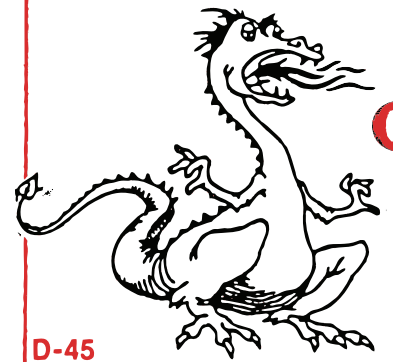
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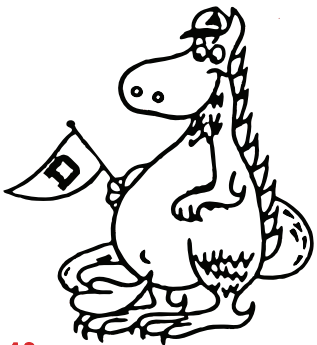
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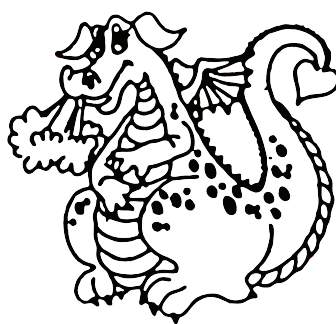
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D-45



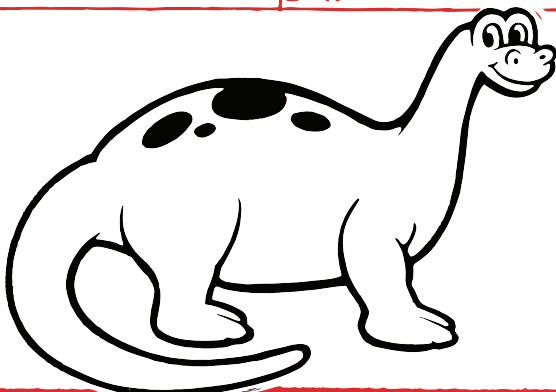
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D-47



D-48

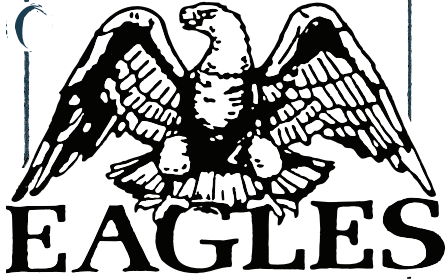


D-49



D-50

**E**

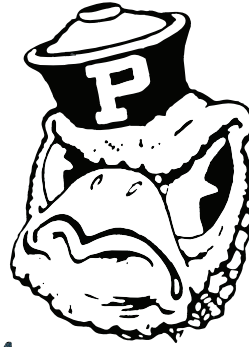


**EAGLES**

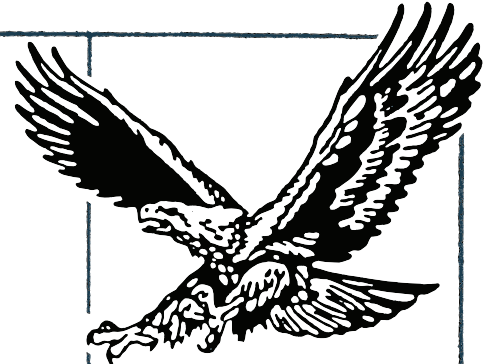
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E-2



E-4



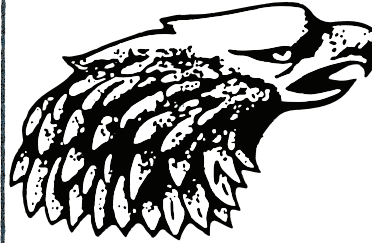
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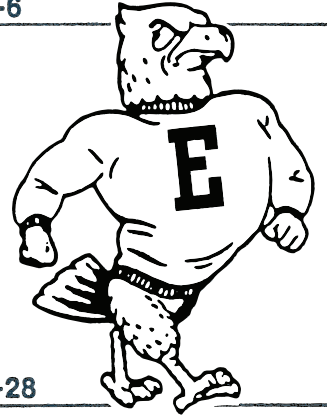
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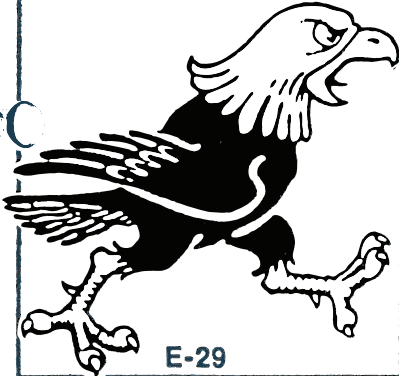
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E-27



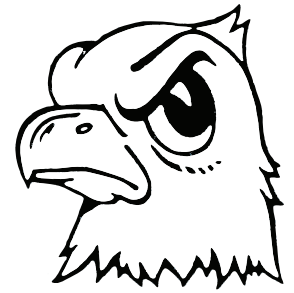
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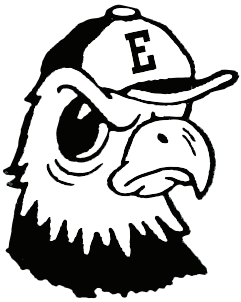
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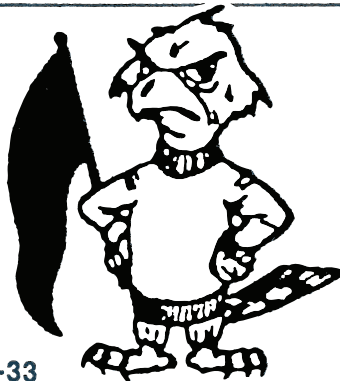
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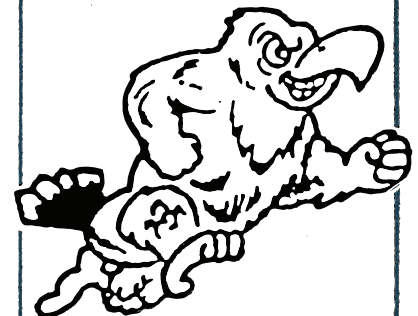
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E-33



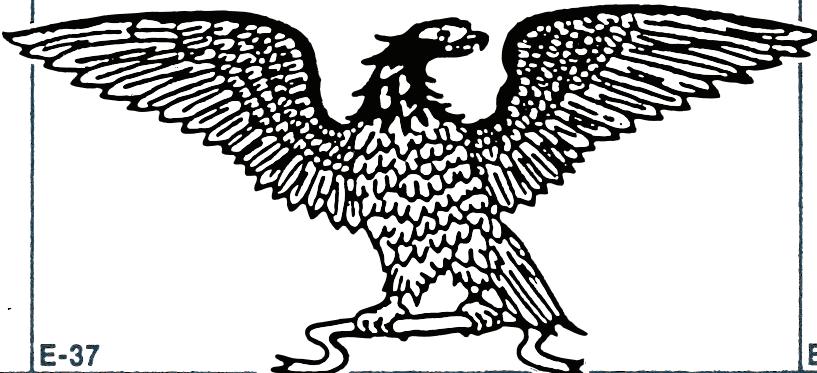
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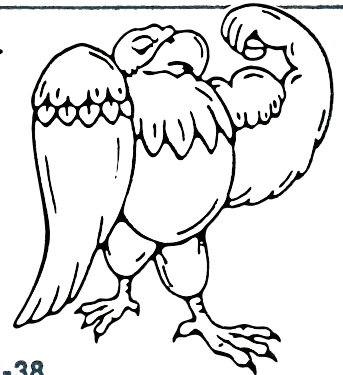
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E-36



E-37



E-38



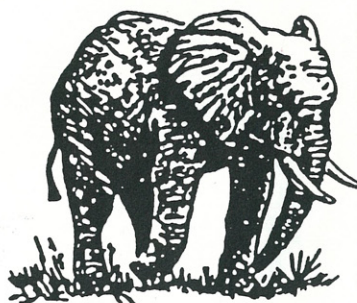
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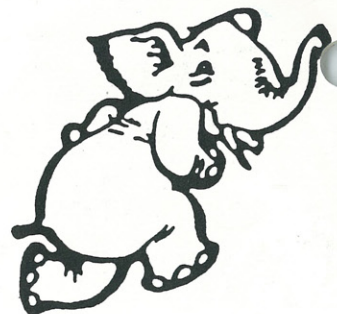
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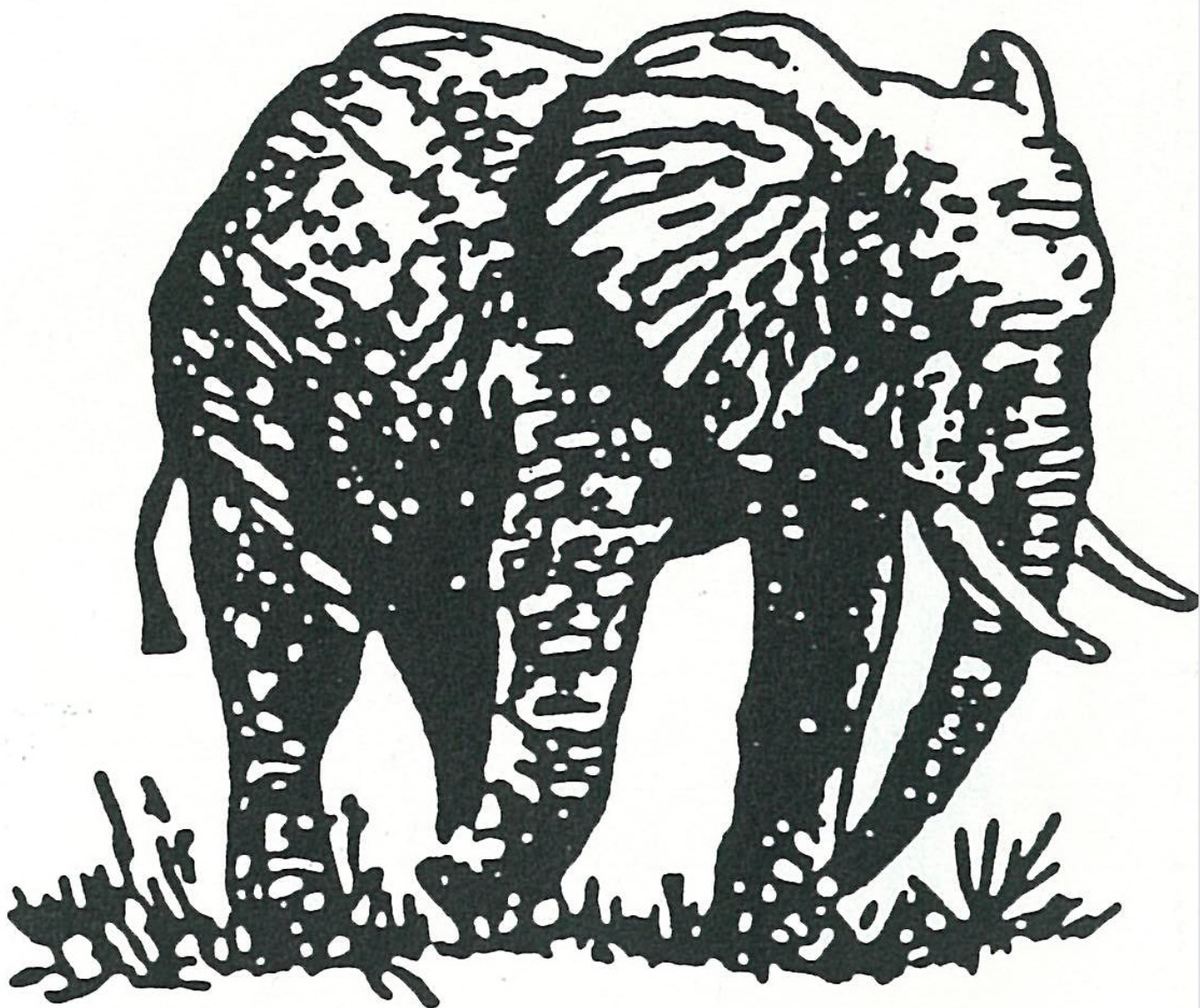
E-40



E-41



E-42

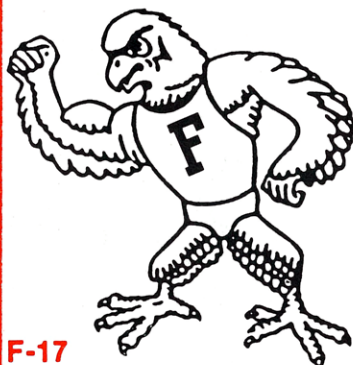




# F



F-2



F-17



F-18



F-19



F-20



F-21



F-22



F-23



F-24



F-6



F-25



F-8



F-11



F-26



F-27



F-28



F-29



F-30



F-31



F-32



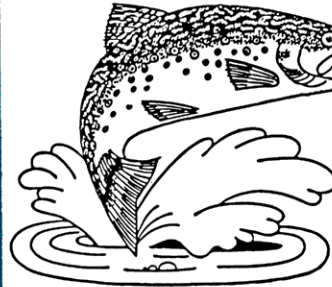
**F**



F-33



F-34



F-35



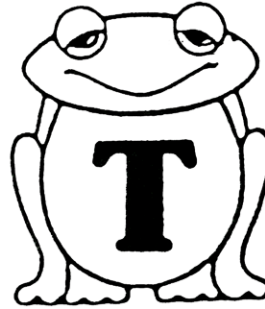
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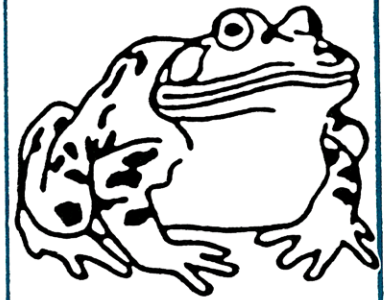
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F-37



F-38



F-39



F-9



G



G-3



G-16



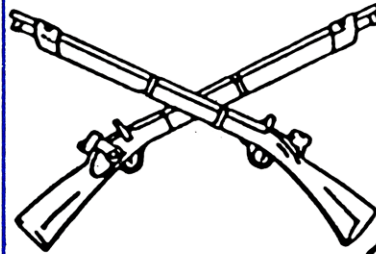
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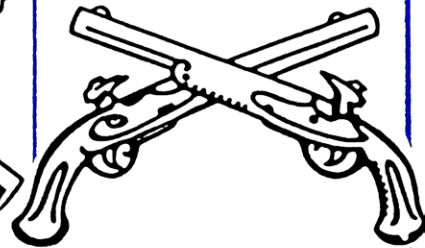
G-17



G-18



G-8



G-10



G-19



G-20



G-21





# H



H-1



H-21



**HORNETS**

H-8



H-9



H-10



H-11



H-22



H-23



H-24



H-25



H-26

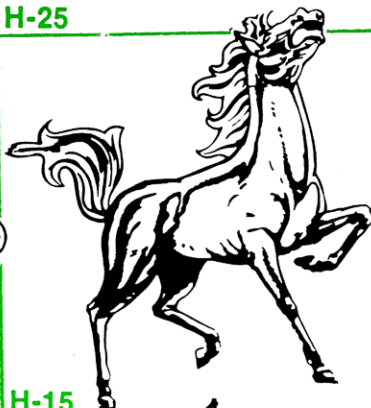


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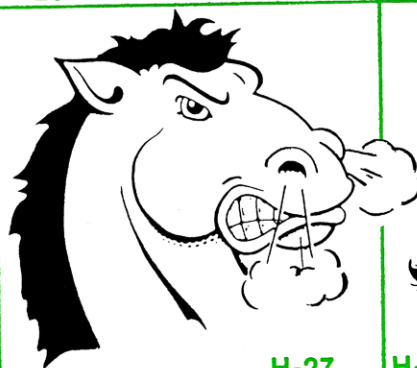
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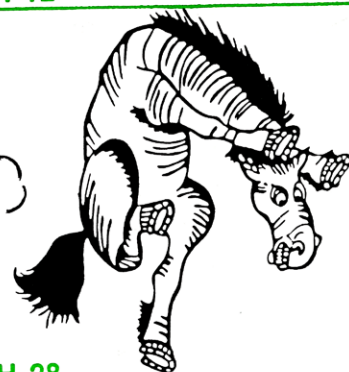
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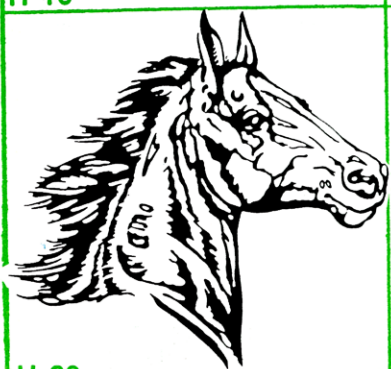
H-15



H-27



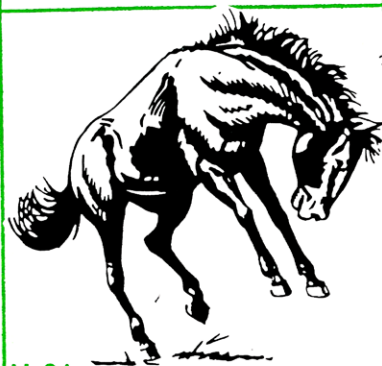
H-28



H-29



H-30



H-31



H-32



# H



H-33



H-34



H-18



H-35



H-36



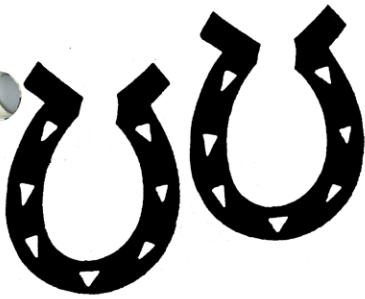
H-37



H-38



H-39



H-40



H-41



H-20



H-42












H-43



H-44

I

I-1 	I-6 	I-7 	I-8 
I-9 	I-10  INDIANS	I-12 	
I-13 	I-14 	I-15 	I-17 
I-18  INDIANS	I-21 	I-19 	I-23 
I-20 	I-22 		



I



I-24



I-25



I-26



I-27



I-28



I-29



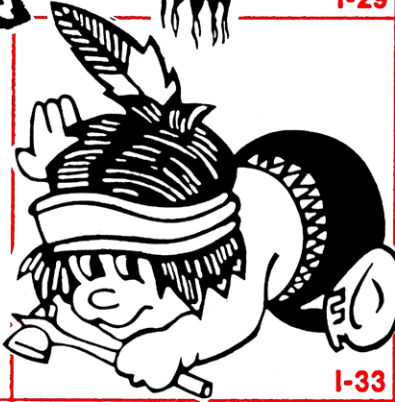
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I-31



I-32



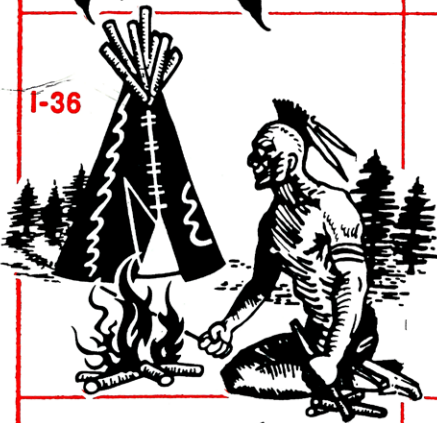
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I-34



I-35



I-36



I-37



I-38



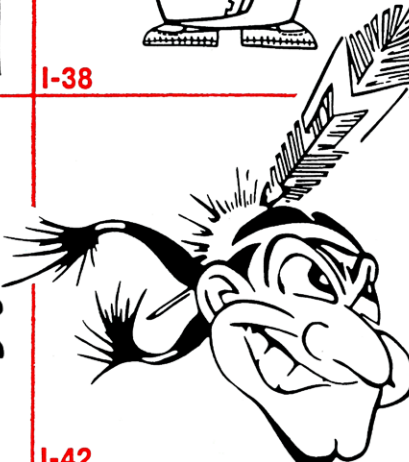
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I-40



I-41



I-42



I-43



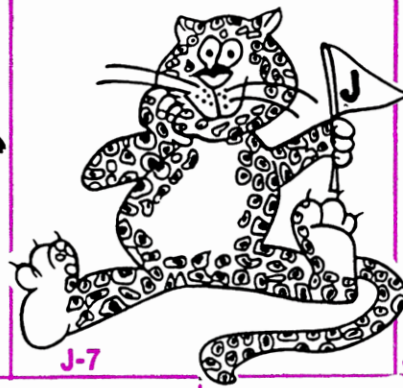
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J-6



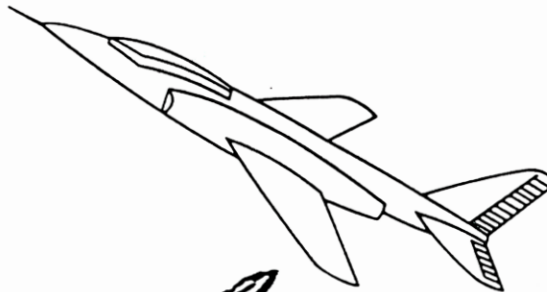
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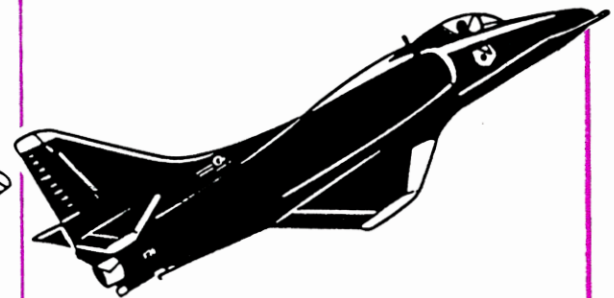
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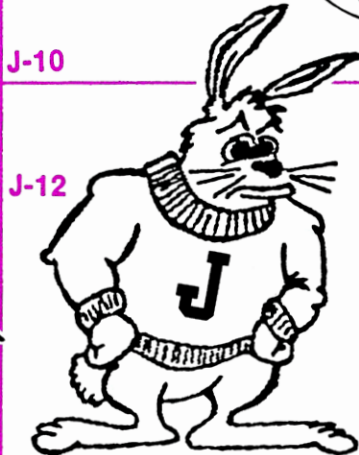
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J-11



J-4



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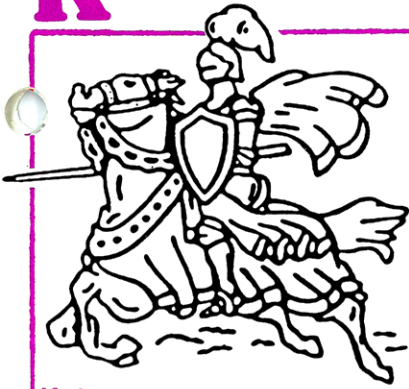
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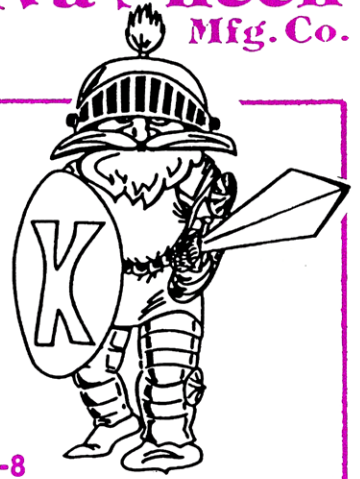
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K-2



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K-8



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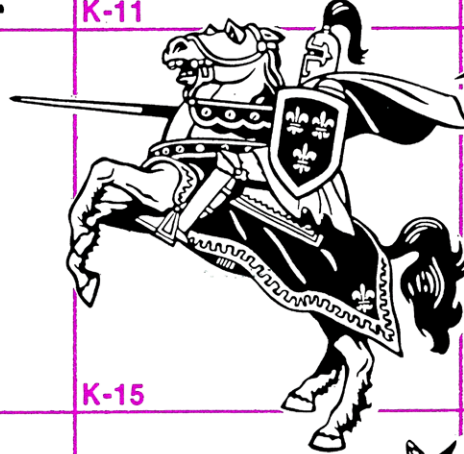
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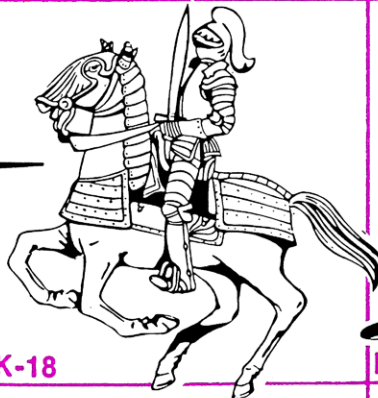
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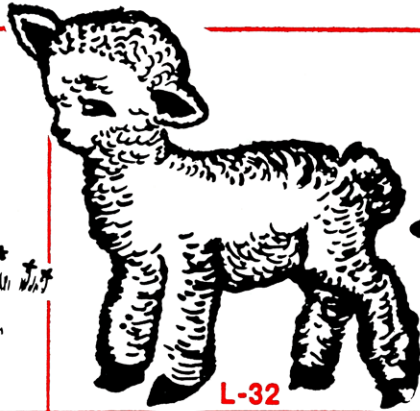
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L



L-1



L-32



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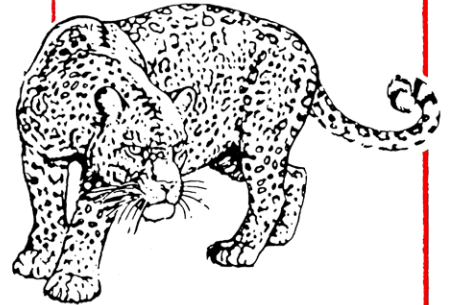
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leopards



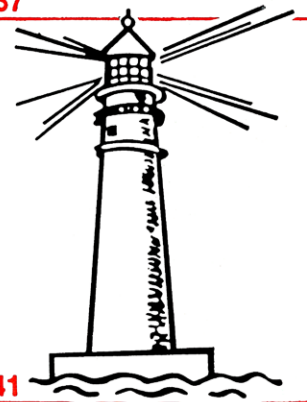
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L-39



L-40



L-41



L-42



L-15



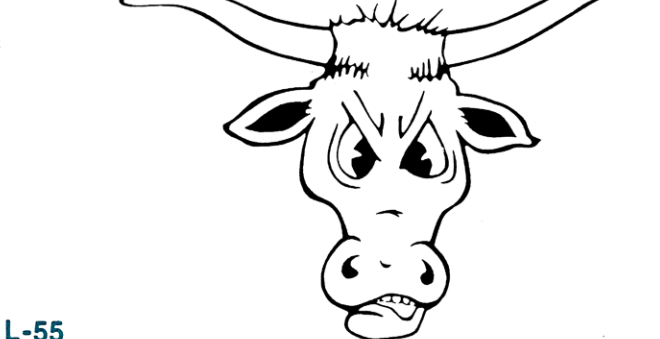
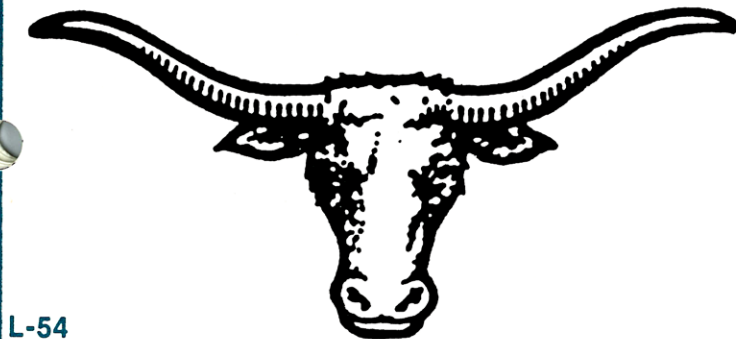
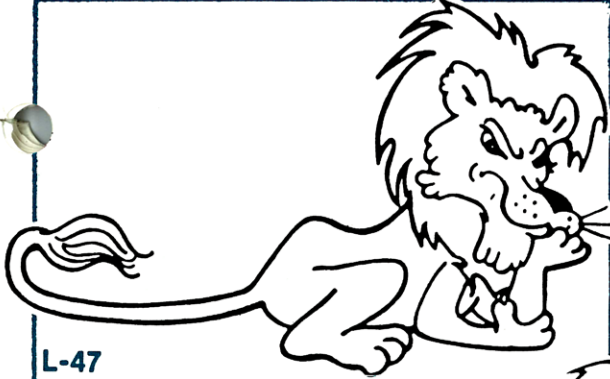
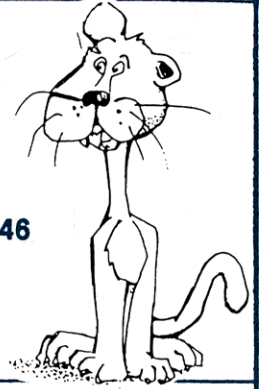
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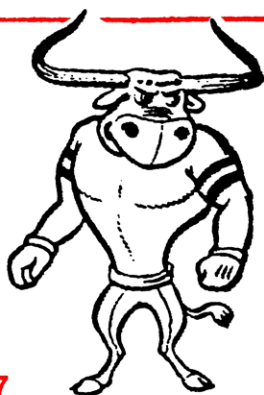
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L



L-56



L-57



L-58



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L-63



L-64



L-65





# M

## PATRIOTS

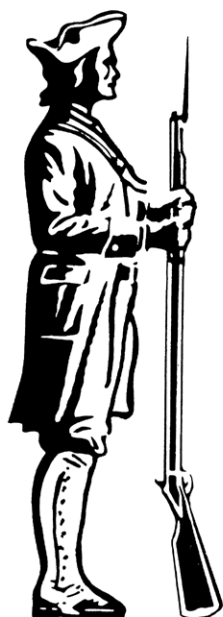


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M-22



M-10



M-11



M-13



M-23



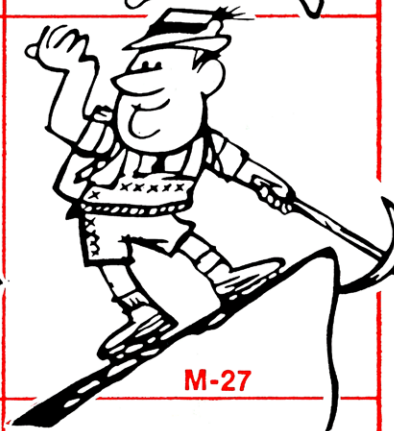
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M-25



M-26



M-27





O



O-2



O-3

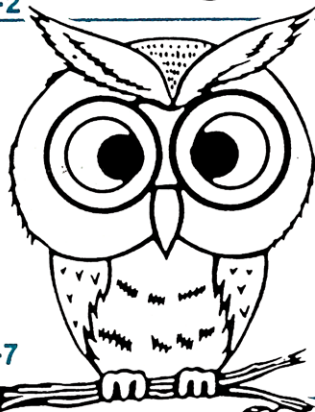


O-4



SHADY SPRING  
ELEMENTARY  
SCHOOL

O-6



O-7



O-8



O-9



O-10



O-11



O-12



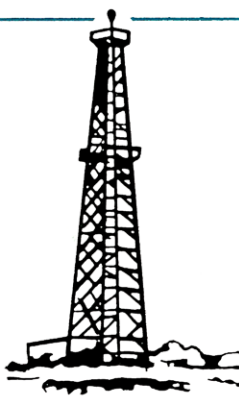
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O-5



O-14



O-15



P



P-2



P-15



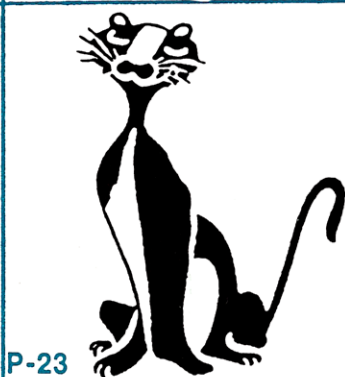
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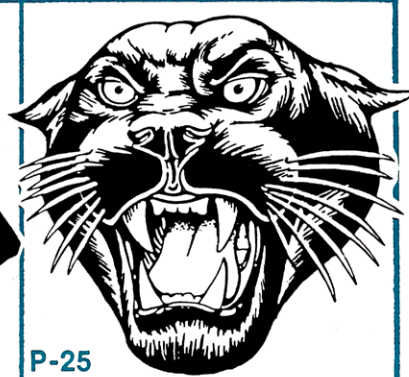
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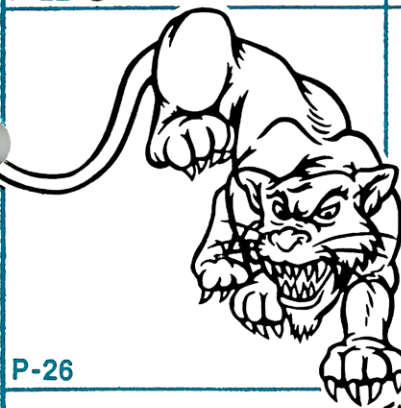
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P-24



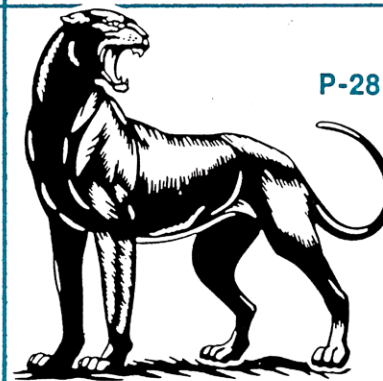
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P-26



P-27



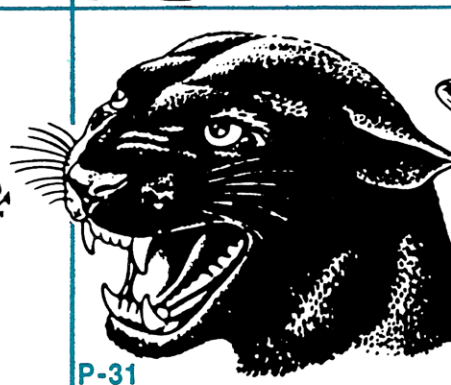
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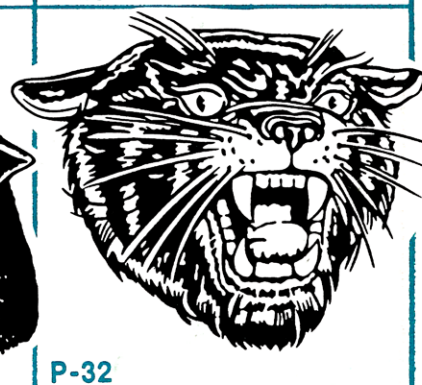
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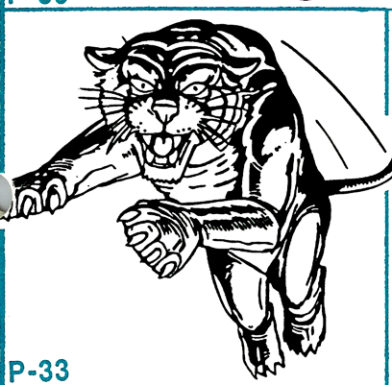
P-30



P-31



P-32



P-33



P-34



P-35



P-36





P-3



P-5



P-14



P-37



P-38



P-39



P-40

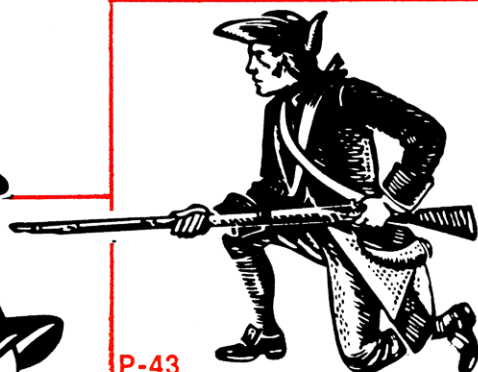
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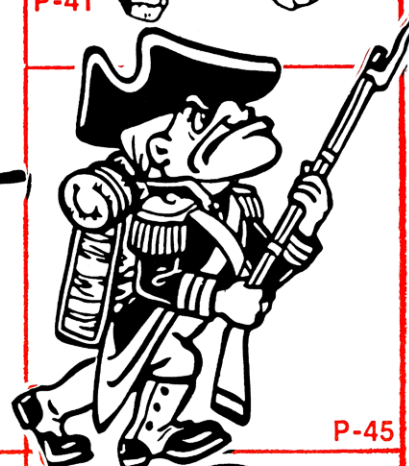
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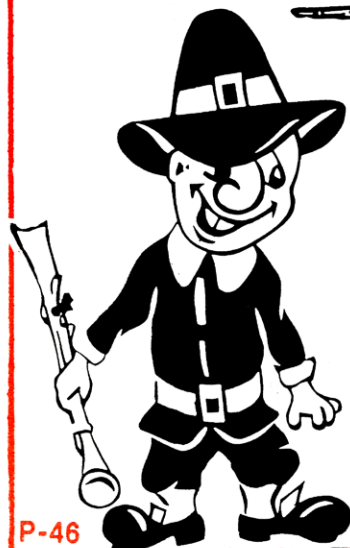
P-43



P-44



P-45



P-46



P-47



P-48



P-16



P

P-6

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P-7



P-9



P-49



P-50



P-51



P-52



P-53



P-54



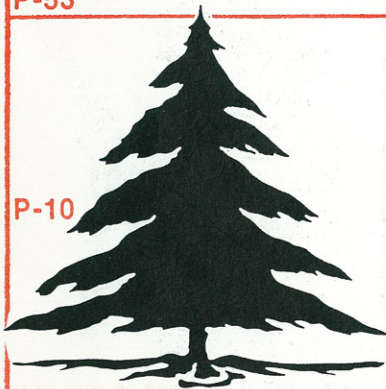
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P-10



P-12



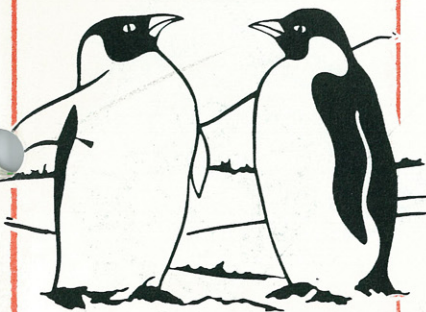
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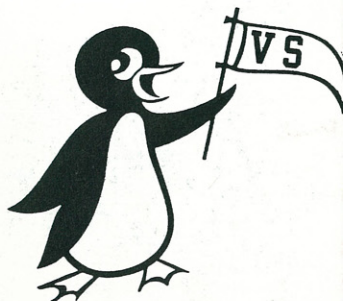
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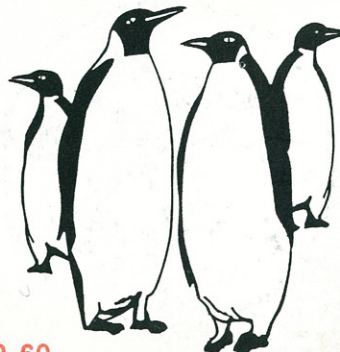
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P-60

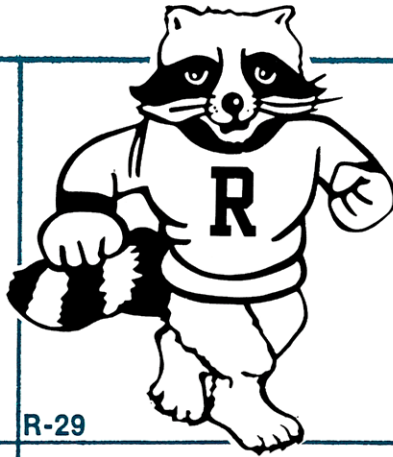




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R-28



R-29



R-30



R-31



R-32



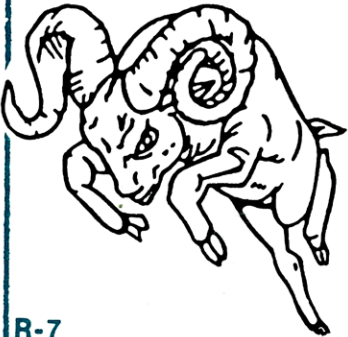
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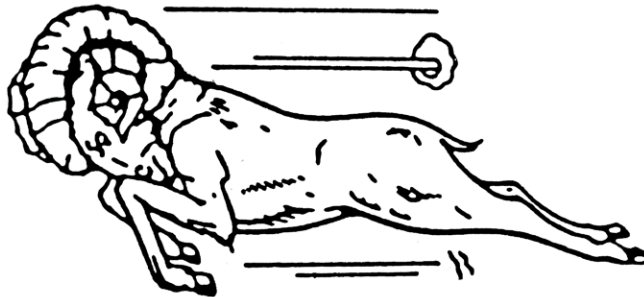
R-5



R-6



R-7



R-8



R-34



R-35



R-36



R-37



R-9



R-38



R-39



R



R-10



R-11



R-12



R-15



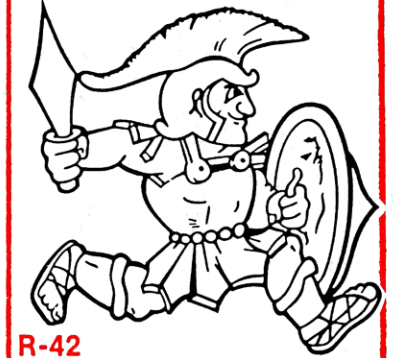
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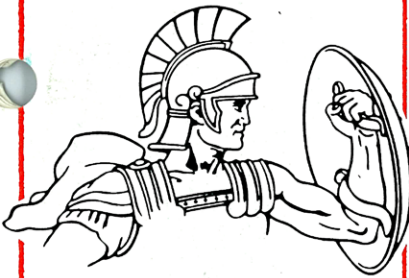
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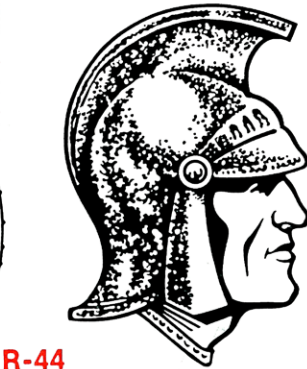
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R-42



R-43



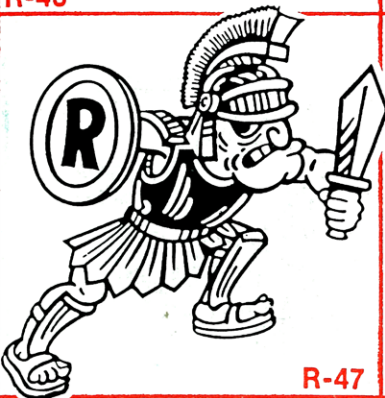
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R-45



R-46



R-47



R-48



R-49



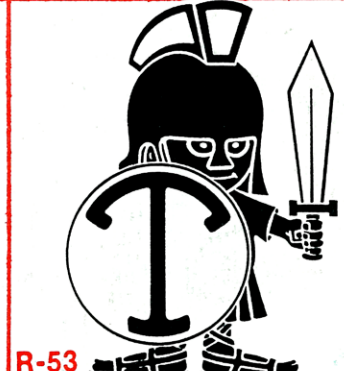
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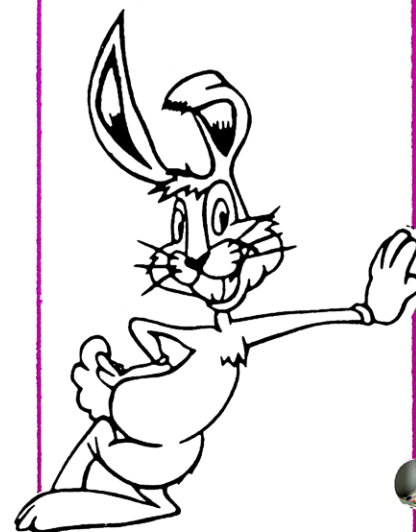
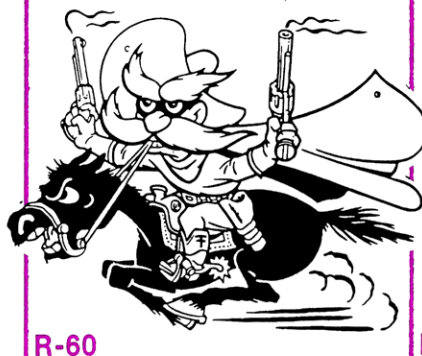
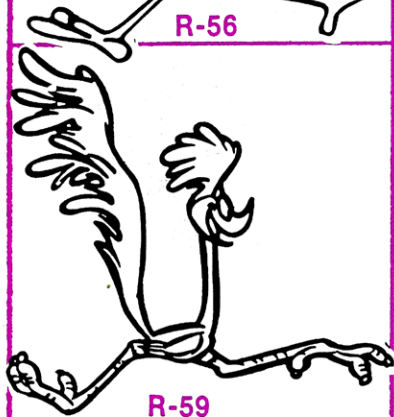
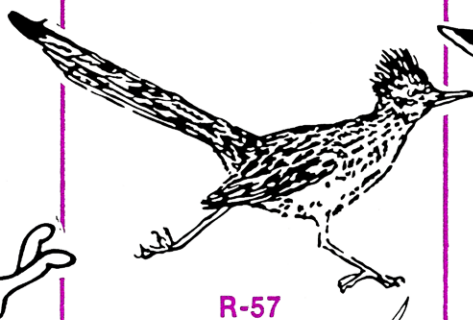
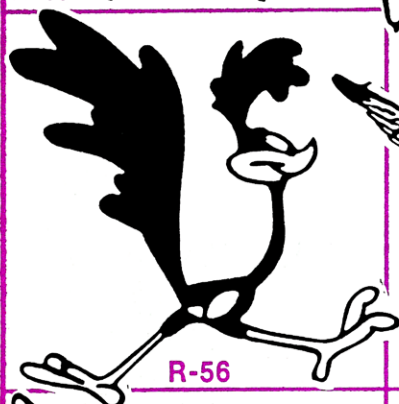
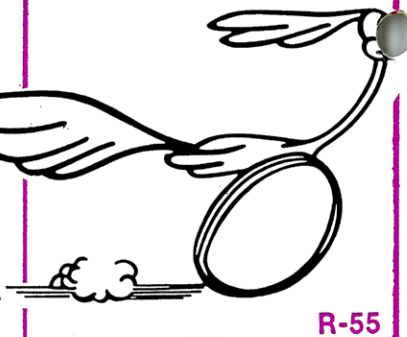
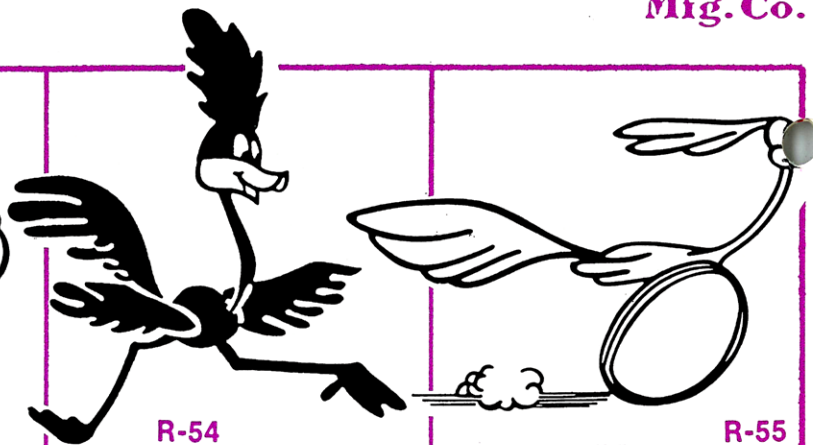
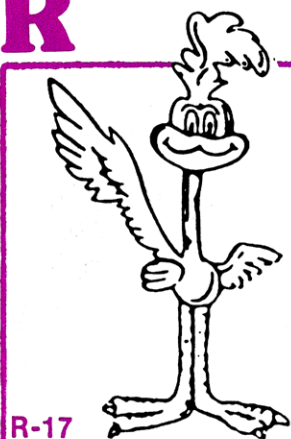
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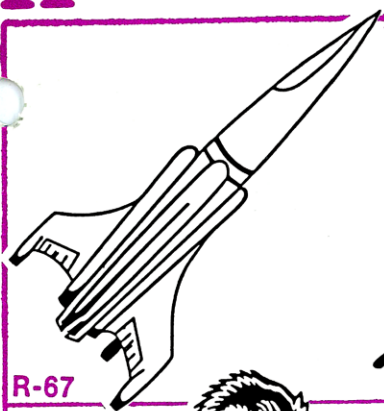
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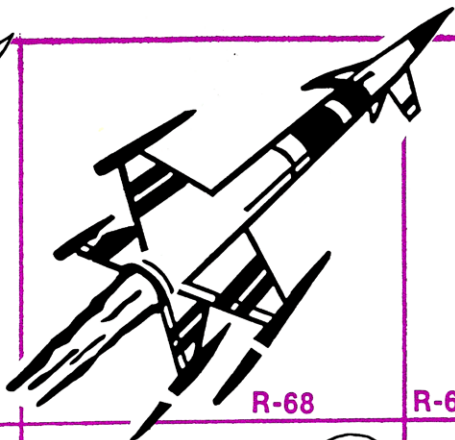
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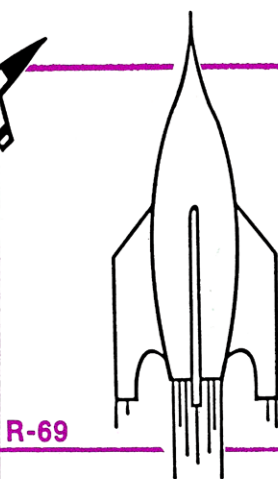
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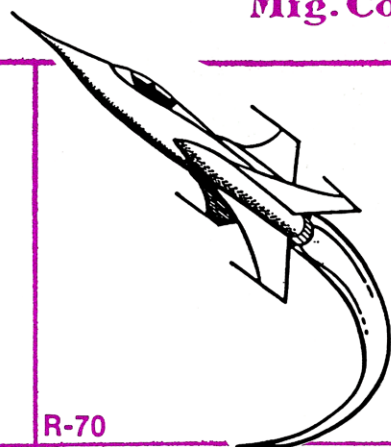
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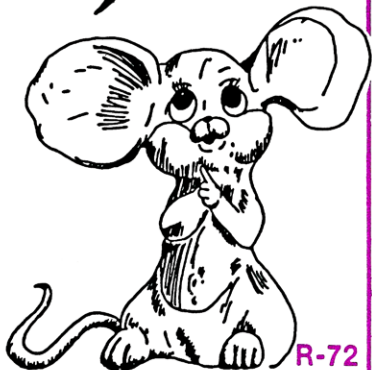
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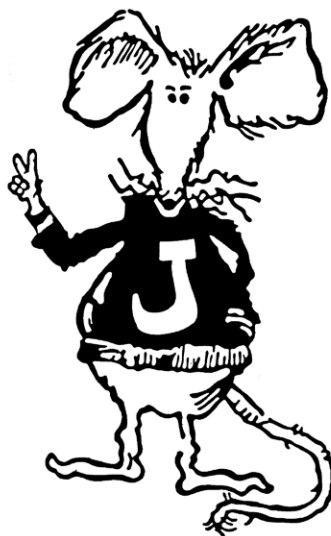
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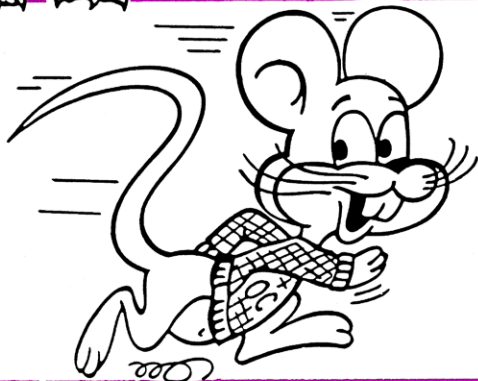
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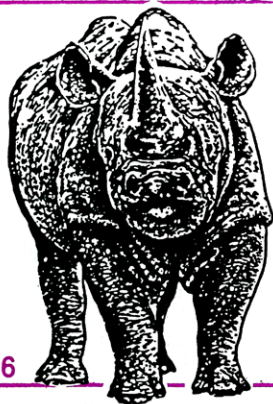
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R-75



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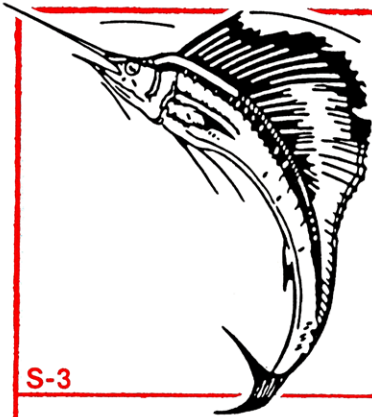
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R-67





S



S-3



S-4



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S-31



S-32



S-33



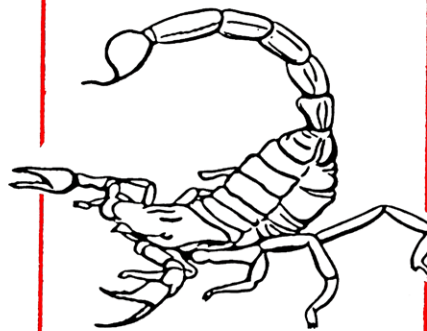
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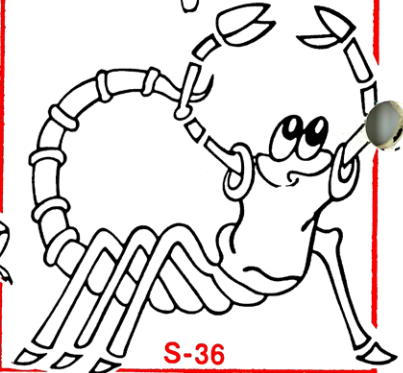
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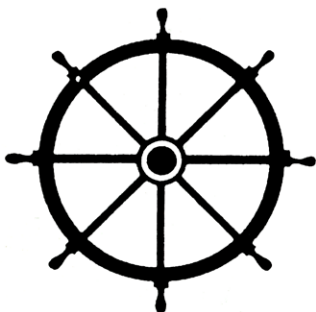
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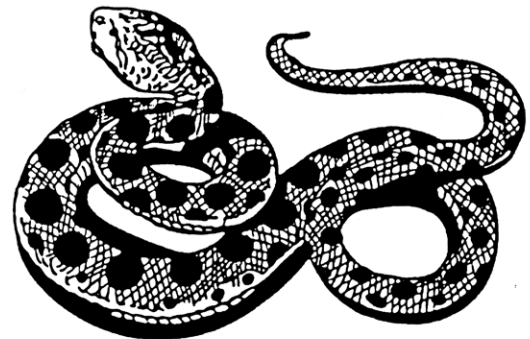
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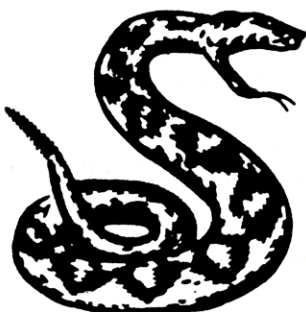
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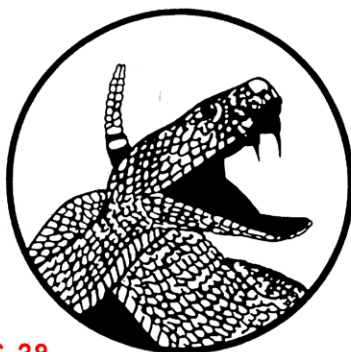
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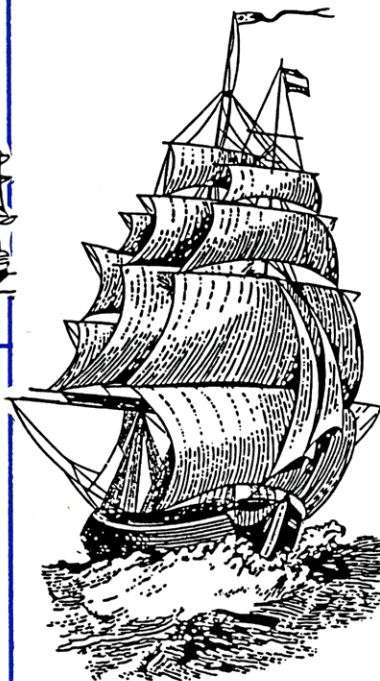




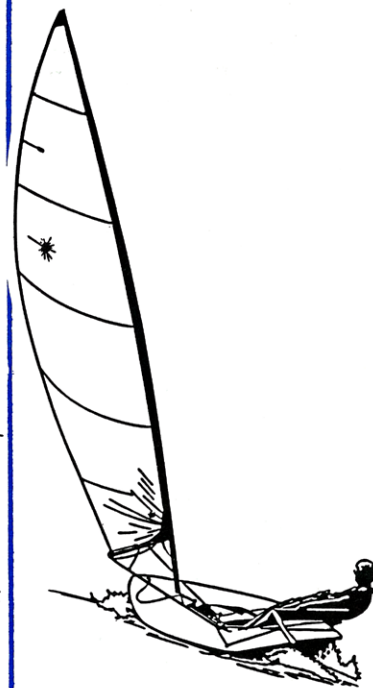
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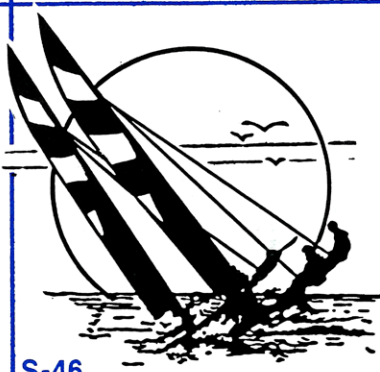
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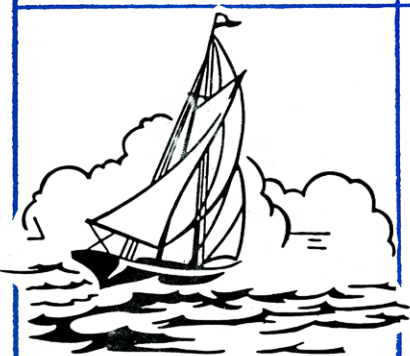
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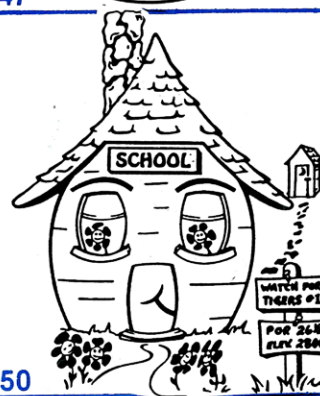
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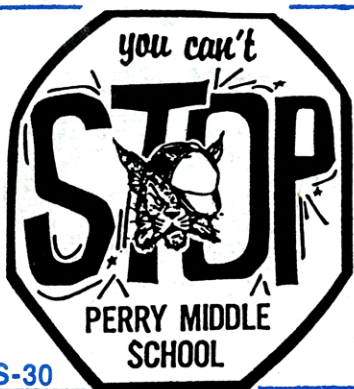
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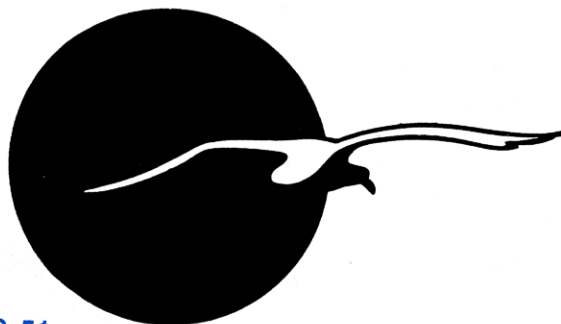
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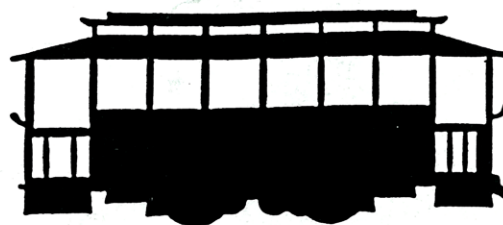
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S-52



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S-53



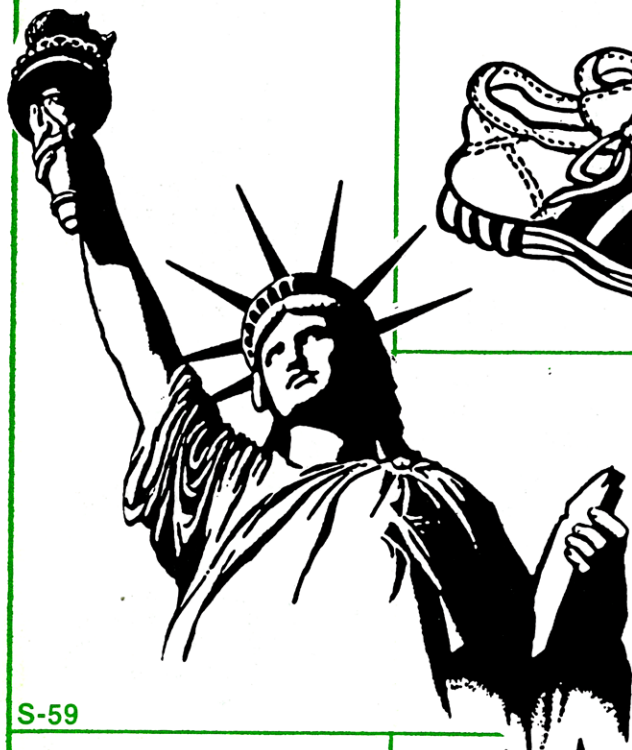
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S-55



S-56



S-59



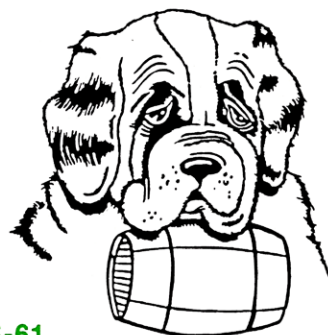
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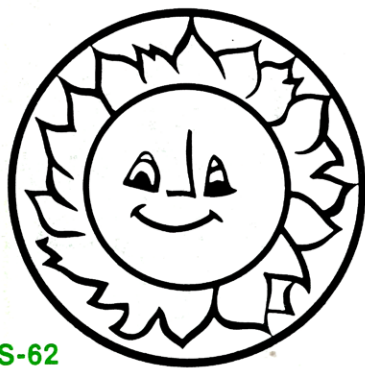
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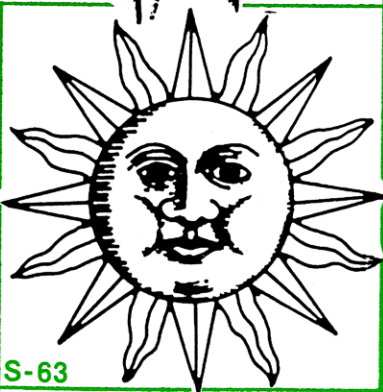
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S-61



S-62



S-63



S-64



**T**

# Tigers

# TIGERS

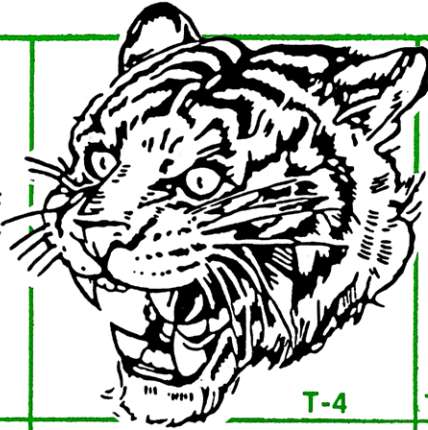
T-1



T-3



T-4



T-5



T-6



T-7



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T-22



T-23



T-24



T-25



T-26



T-27



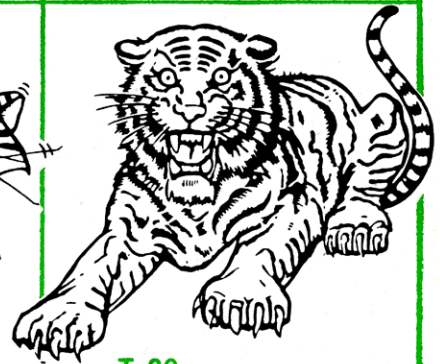
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T-29



T-30



T-31



T-32



T-33

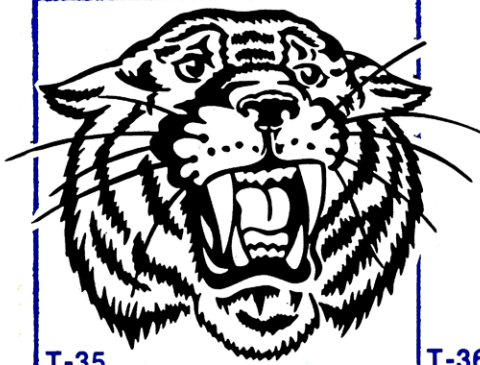


T-34





T



T-35



T-36



T-37



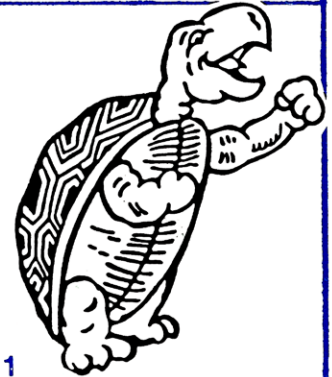
T-38



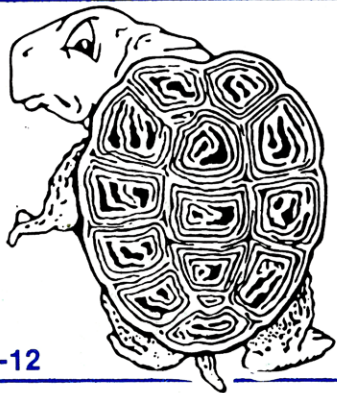
T-39



T-40



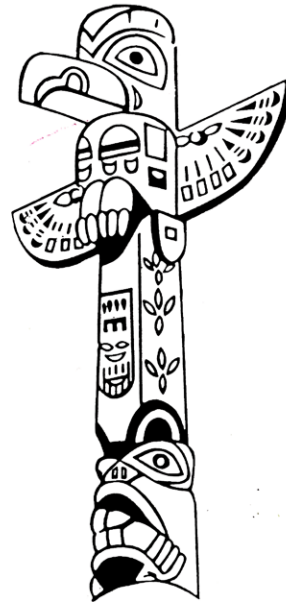
T-11



T-12



T-43



T-44



T-41



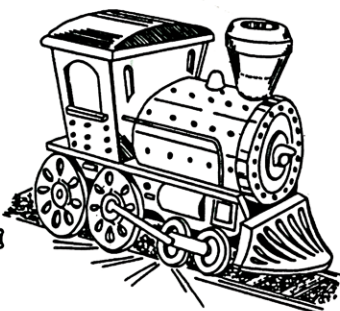
T-42



T-45



T-46



T-47



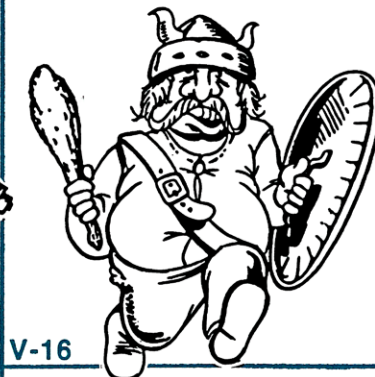
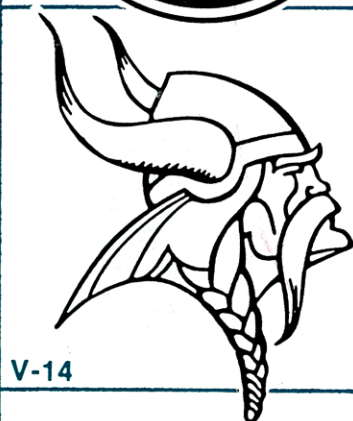
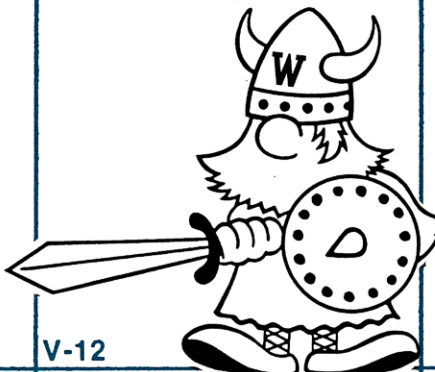
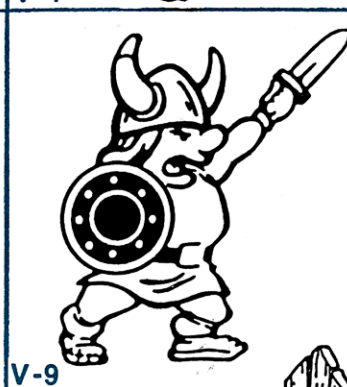
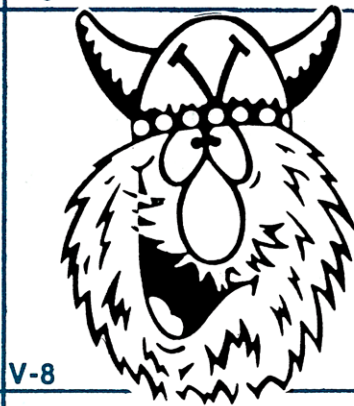
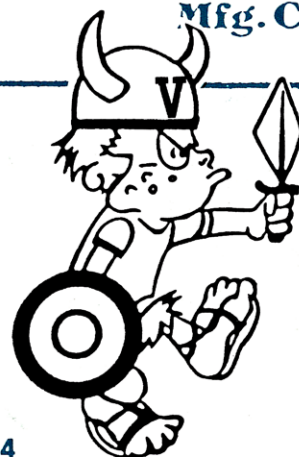
T-48



T-49

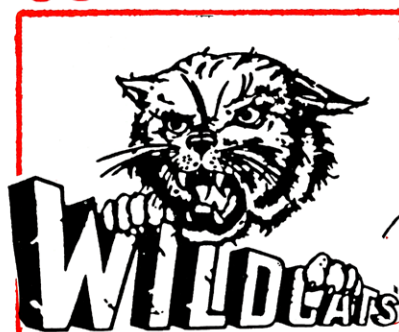


V





W



W-1



W-2



W-3



W-4



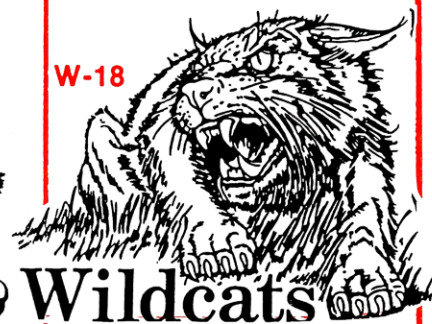
W-15



W-16



W-17



W-18



W-19



W-20



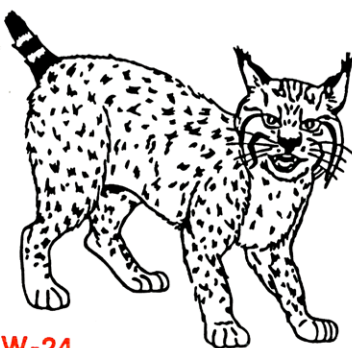
W-21



W-22



W-23



W-24



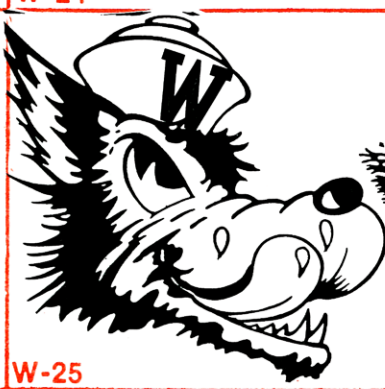
W-5



W-6



W-8



W-25



W-9

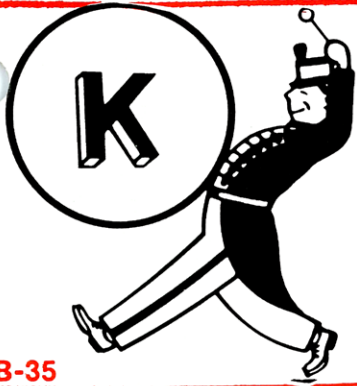


W-10

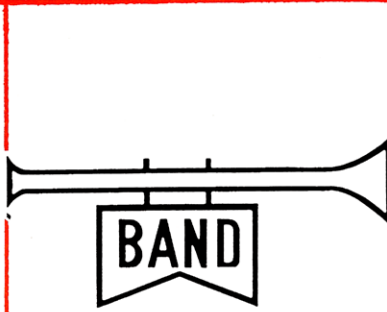


**B**

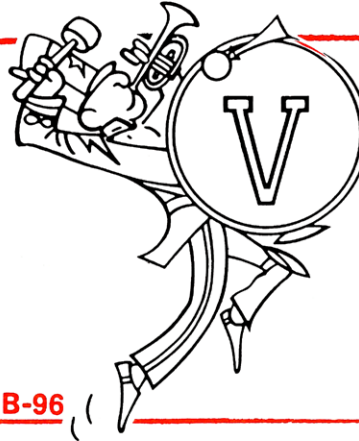
**Band**



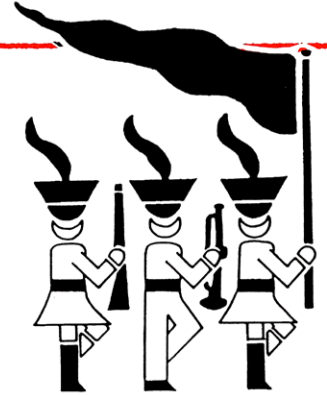
B-35



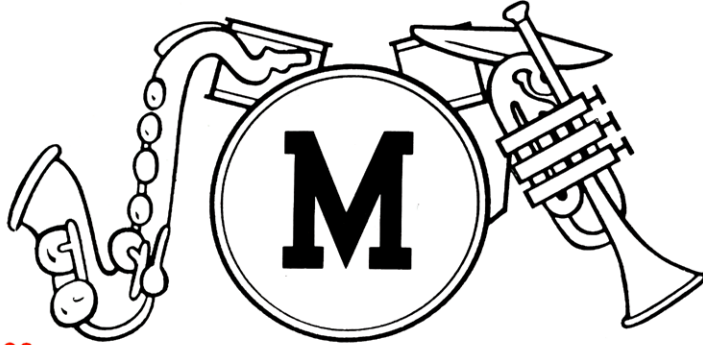
B-38



B-96



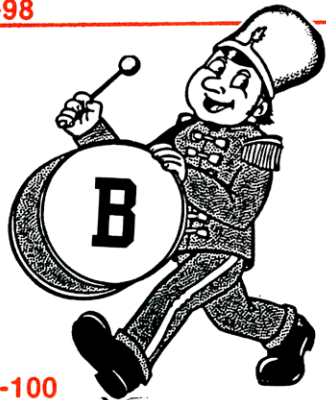
B-97



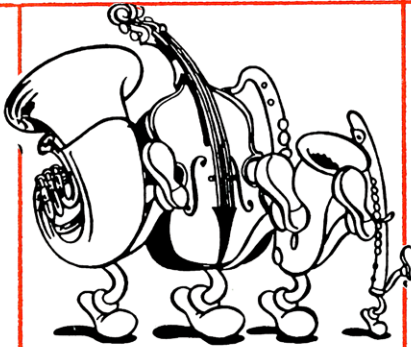
B-98



B-99



B-100



B-101



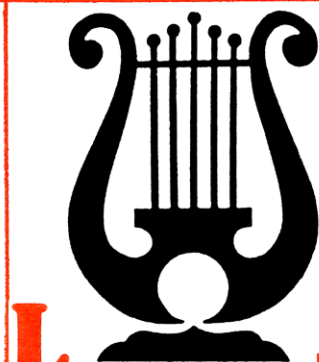
B-102



**D** D-15



B-33

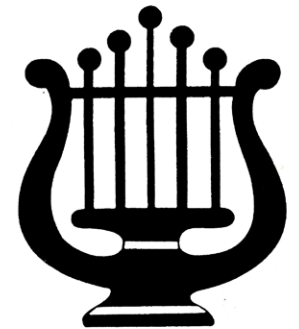


**L**

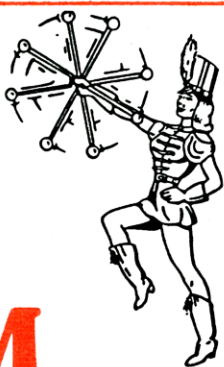
L-26



L-27



L-66



**M**

M-3



M-4

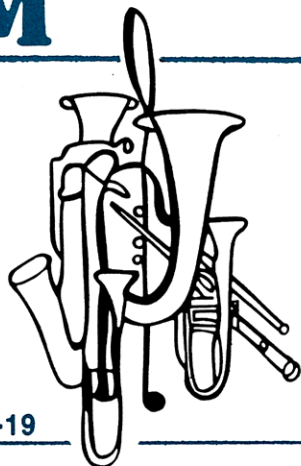


# M

## Music

# Velva Sheen

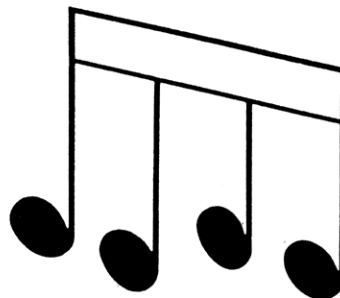
Mfg. Co.



M-19



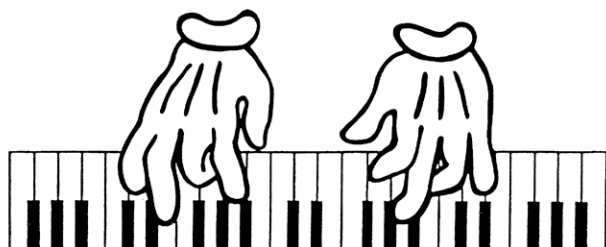
M-20



M-21



M-28



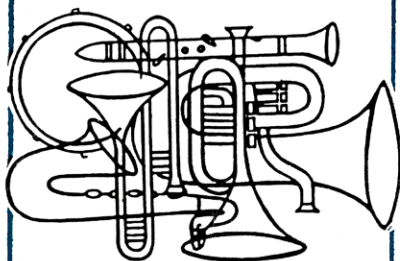
M-29



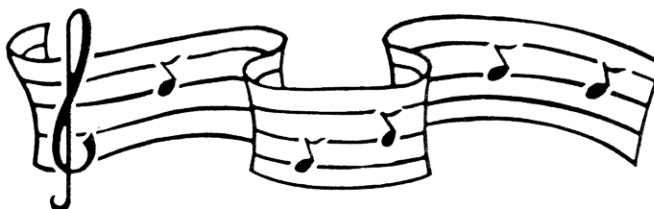
M-30



M-31



M-32



M-33



M-34



M-35



M-36

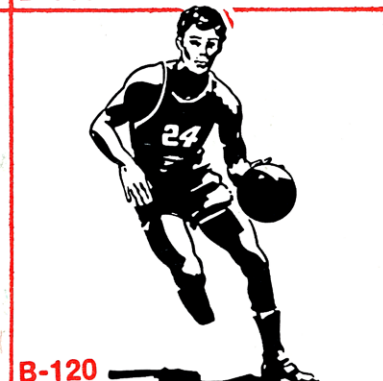
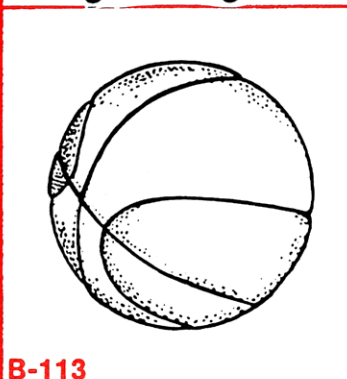
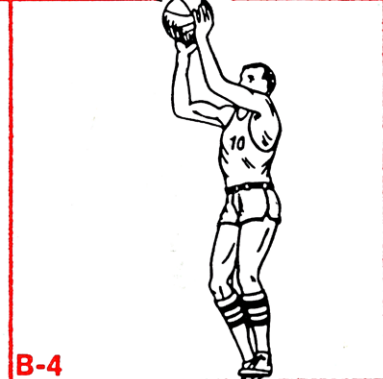
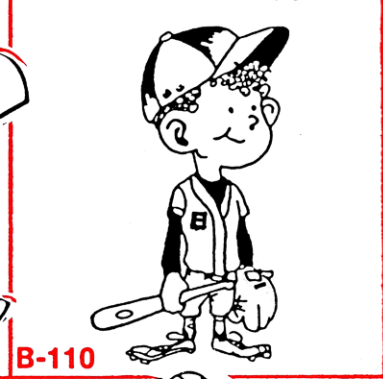
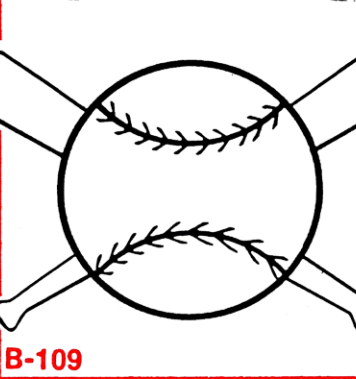
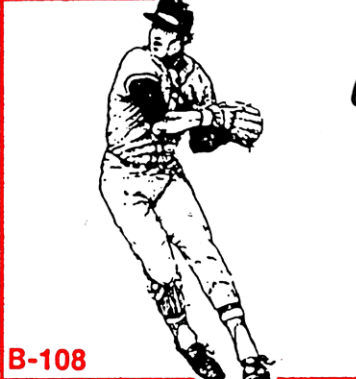
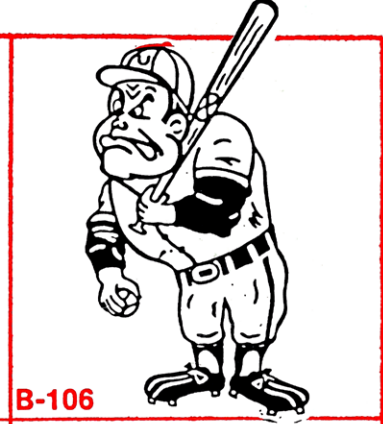
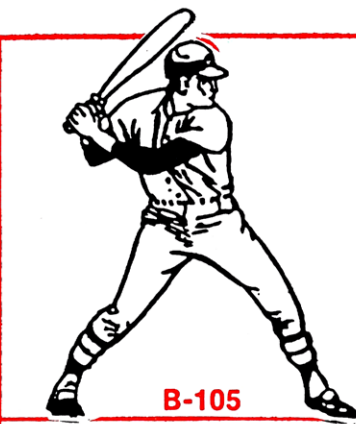
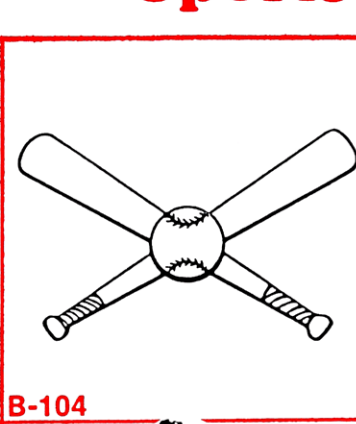
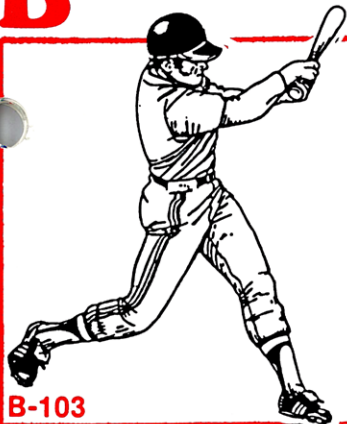


M-37

**B**

**Sports**

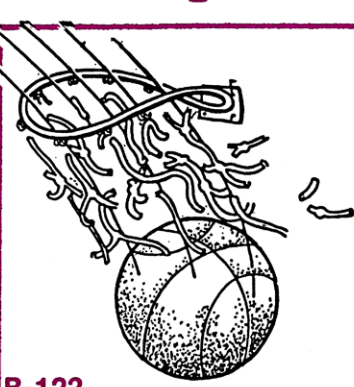
**Velva Sheen**  
Mfg. Co.







B-121



B-122



B-123

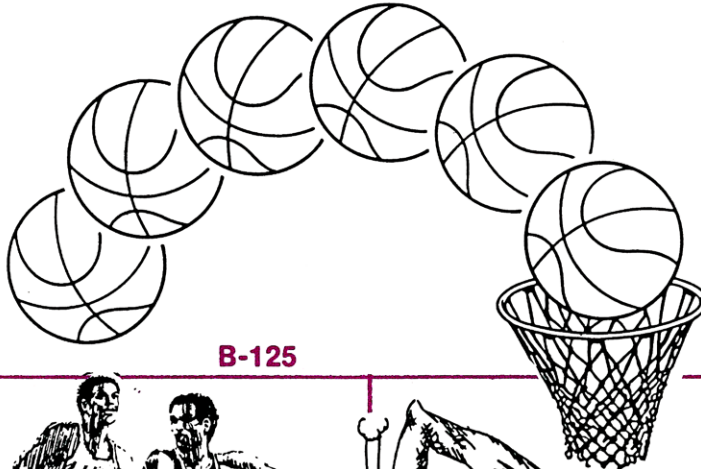


B-129

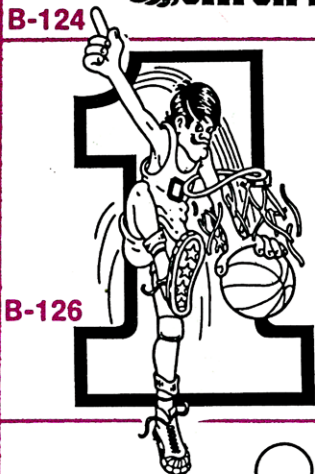


B-124

**CATCH IT!**



B-125



B-126



B-127



**stuff  
it!**

B-128

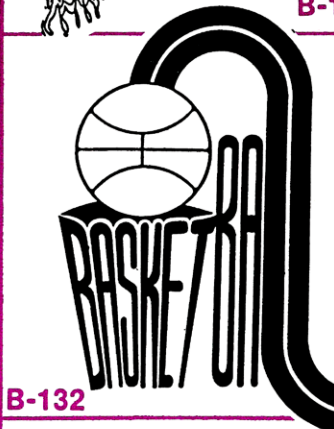


B-130

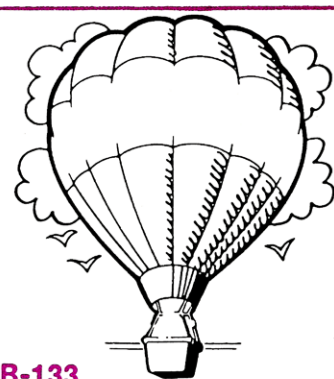


B-131

**Basketball**



B-132

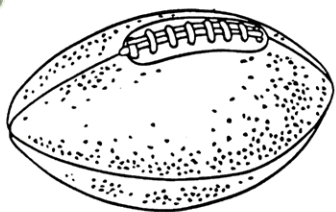


B-133

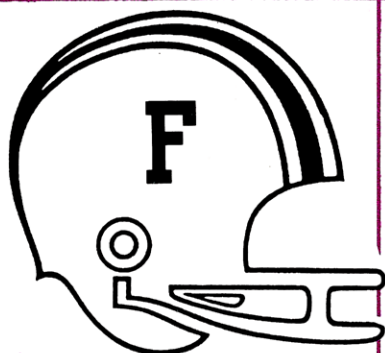
# F

## Sports

**Velva Sheen**  
Mfg. Co.



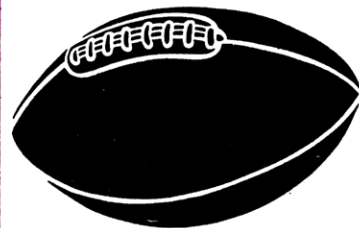
F-10



F-14



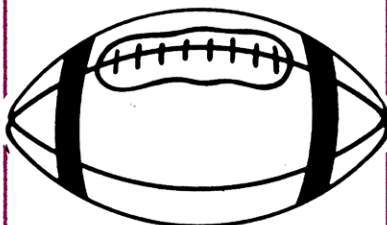
F-16



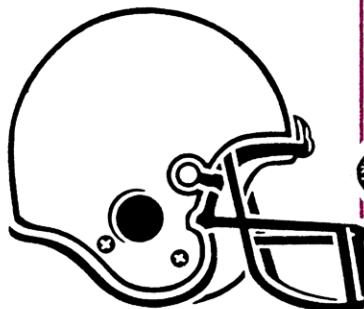
F-40



F-41



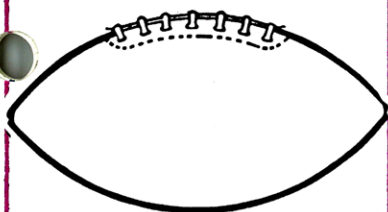
F-42



F-43



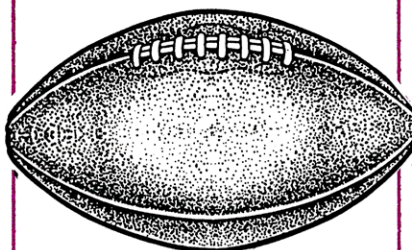
F-44



F-45



F-46



F-47



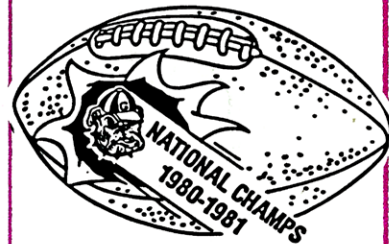
F-48



F-49



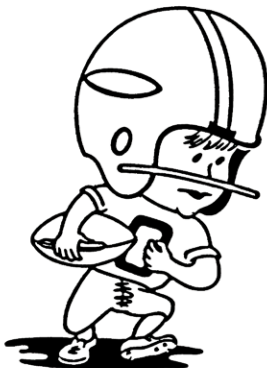
F-50



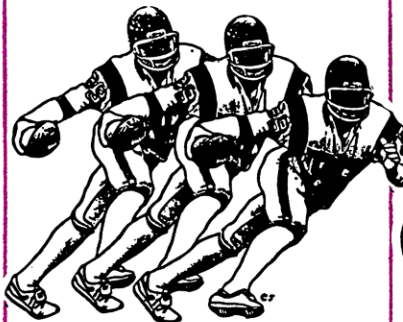
F-51



F-52



F-53



F-54



F-55



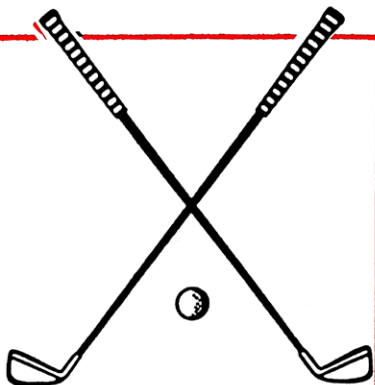
**G**

# Gymnastics

**Velva Sheen**  
Mfg. Co.



G-22



G-23



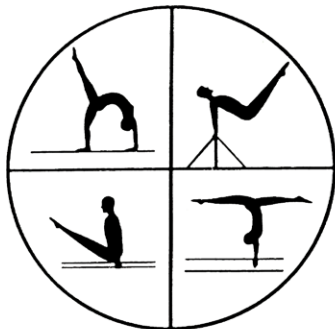
G-24



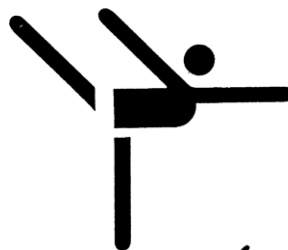
G-25



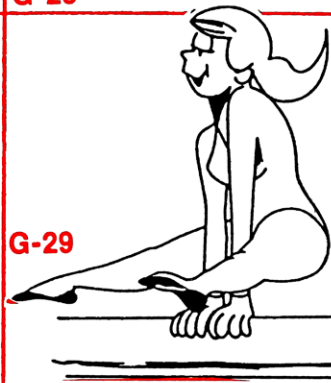
G-26



G-27



G-28



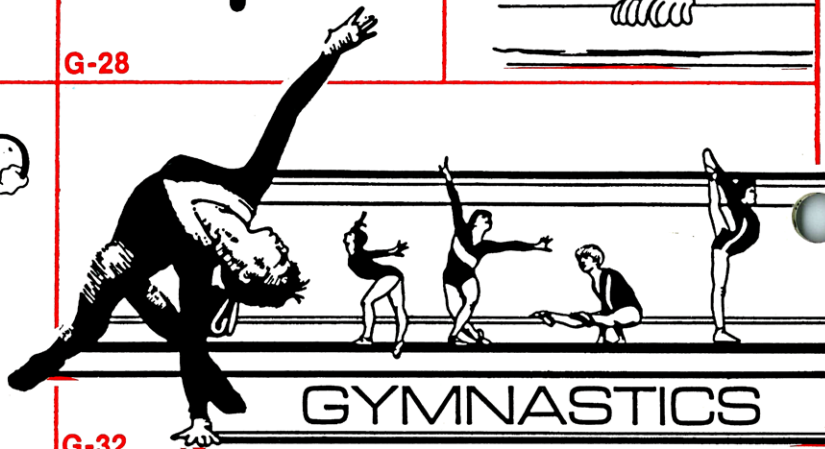
G-29



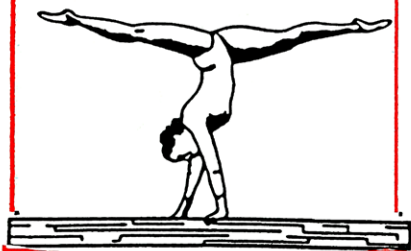
G-30



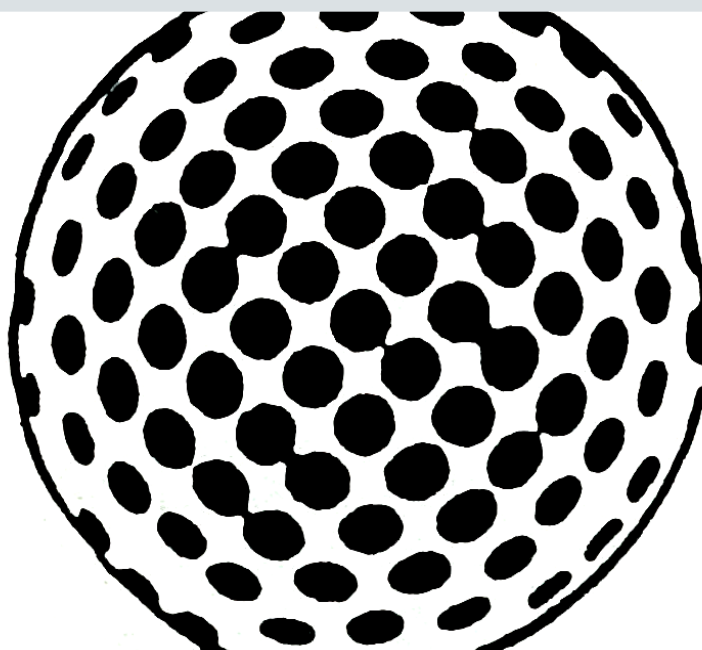
G-31



G-32



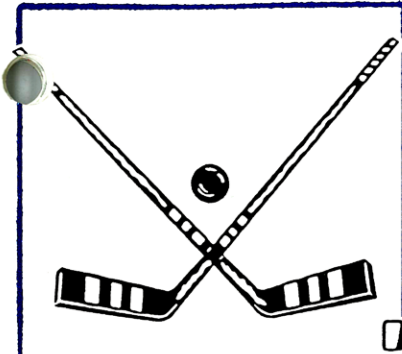
G-33



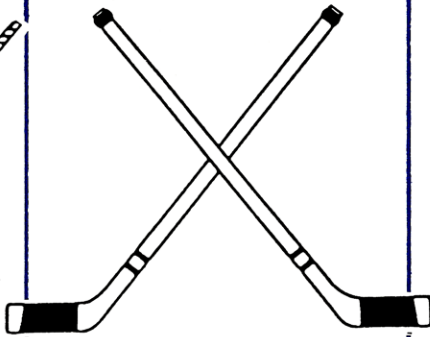
# H

## Sports

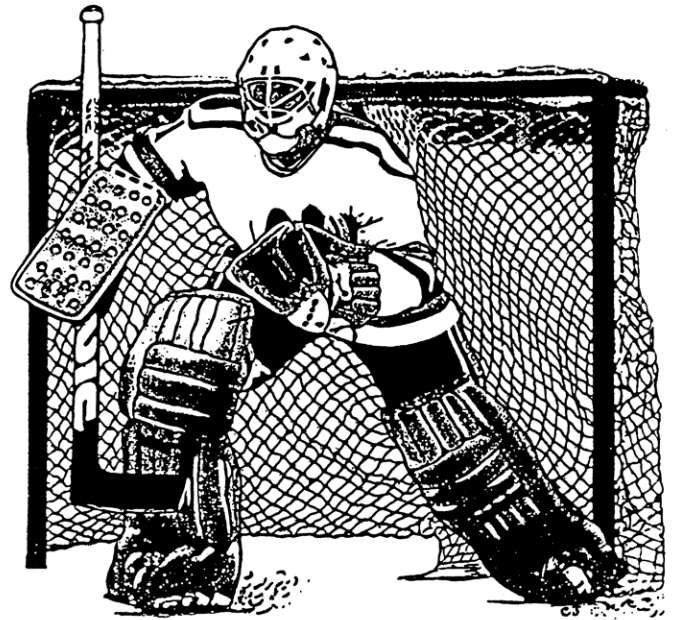
**Velva Sheen**  
Mfg. Co.



H-7



H-45



H-46



H-47



H-48



K-21



K-22

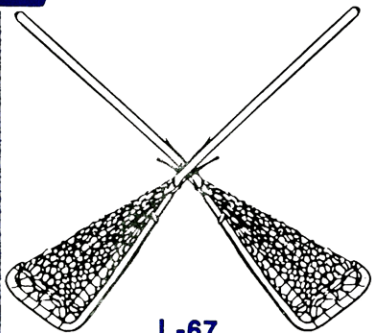


K-23



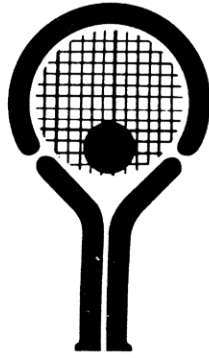
K-24

# L

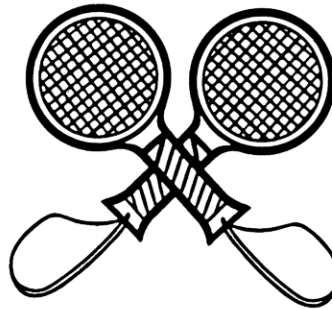


L-67

# R



R-77



R-78



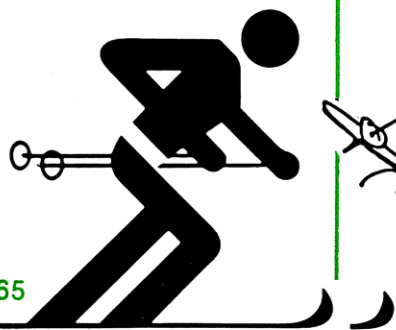
R-79



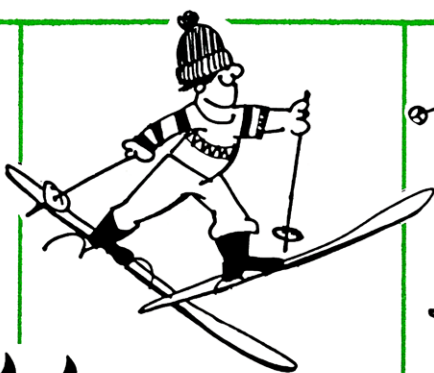
# S

## Sports

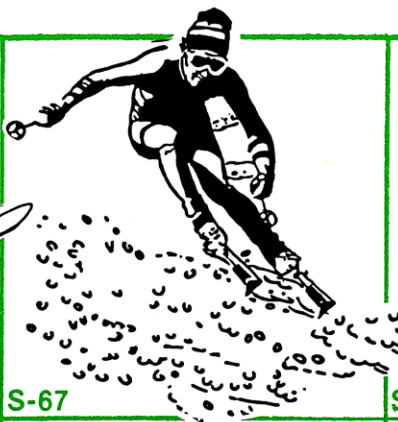
**Velva Sheen**  
Mfg. Co.



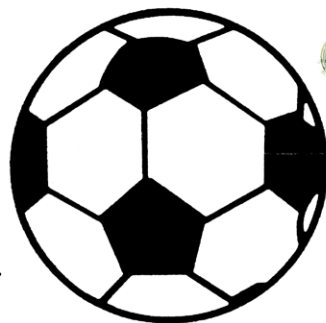
S-65



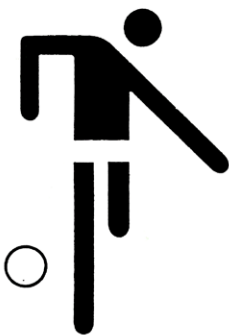
S-66



S-67



S-27



S-68



S-69



S-70



S-71



S-72



S-23



S-73



S-74



S-75



S-24



S-25



S-76



S-77



S-78



S-79

# T

## Sports

**Velva Sheen**  
Mfg. Co.



T-14



T-50



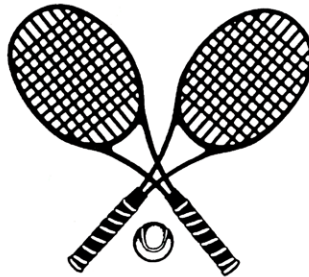
T-51



T-52



T-53



T-54



T-9



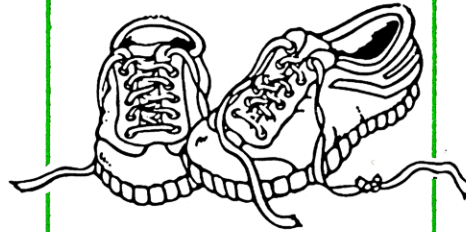
T-15



T-16



T-17



T-18



T-55



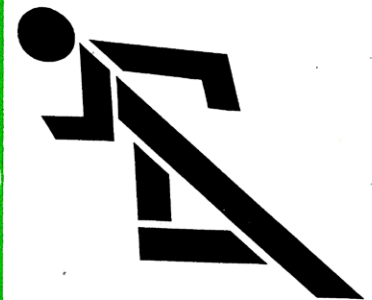
T-56



T-57



T-58

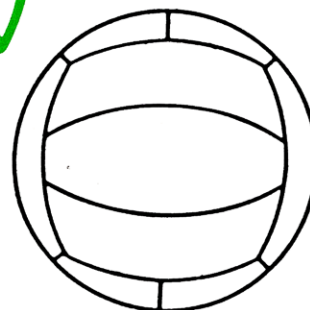


T-59

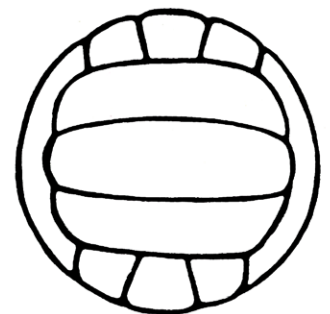


T-60

# V



V-5



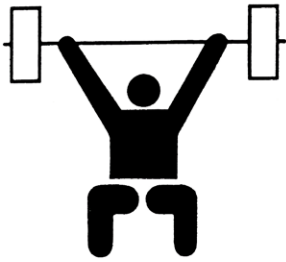
V-18



# W

## Sports

**Velva Sheen**  
Mfg. Co.



W-26



W-27



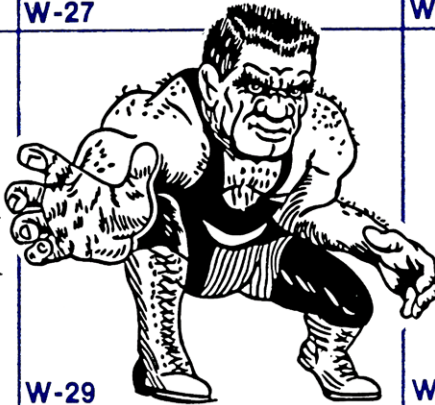
W-7



W-12



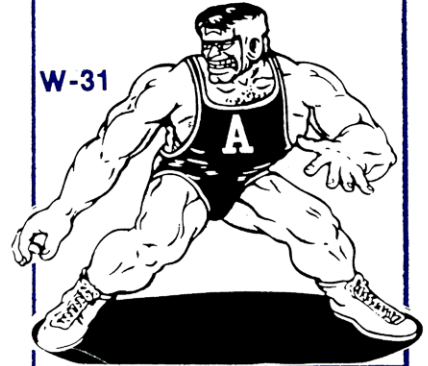
W-28



W-29



W-30



W-31



W-32



W-33



W-34



## DESIGN IDEAS

On the preceeding 50 pages we have presented hundreds upon hundreds of popular mascot designs to give you a truly broad selection to meet your specific needs. Hopefully you have found *the* one you want to 'represent' your group.

Now here are some suggested ways to combine the mascot you have chosen with one of our lettering styles to give you a 'total design'...to give your printed sportswear order a quality, 'professional' look.

(Notice that some of these design ideas need no mascot at all. Just type and graphics. Such designs can look very "up-to-date" on many of the attractive items in your Velva Sheen sportswear catalog).



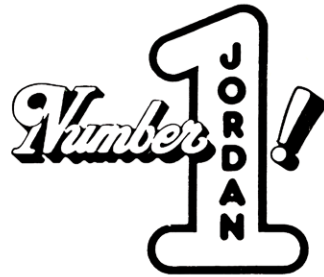
CA-37



T-7



AT-165



UN-23



ANNADALE PARK SCHOOL

UN-471



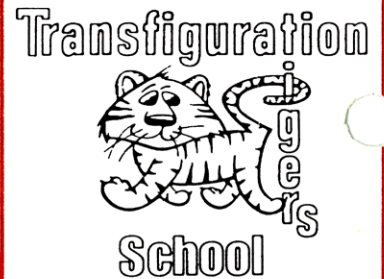
UN-472



UN-473



UN-469



UN-470



RT-28



PR-12



UN-474



UN-475



UN-476



CA-38



C-7





CHATHAM BARS INN

RT-180

## LAST MINUTE ADDITIONS

The mascot/designs illustrated here are *so new* that we were unable to include them in the preceding 50 pages. These designs are so 'strong', however, that we wanted you to see them.

Feel free to use this art exactly as shown, or modify and 'personalize' it to suit your needs.



CA-39



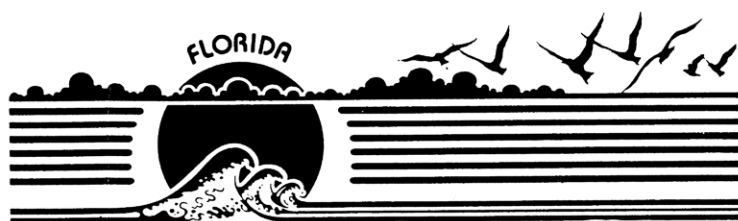
Vermilion

S-47



TRINITY LAKE

RT-181



RT-167



PR-13

full of spice  
and everything nice  
in  
CHICAGO

RT-182

Camp Skyline Ranch



MENTONE ALABAMA

CA-32



RT-183

# THE UNCEREMONIOUS END OF AN ERA

Apparel maker Brazos to close plant in Fairfax

Post staff report

Brazos Sportswear Inc. will close its Fairfax plant as part of company-wide restructuring designed to eliminate excess capacity, it said Monday.

The Velva Sheen plant in Fairfax will close between Feb. 1 and Feb. 14, the company said in a letter to Hamilton County officials.

The fate of the 129 workers at the former Velva Sheen plant is to be negotiated with their union, Brazos officials said. Those negotiations are expected to begin within days. Employees at the Fairfax plant are represented by the Union of Needle Trades, Industrial and Textile Employees. Union officials could not be reached for comment Monday.

As part of the restructuring, Brazos will also close one of its two plants in the Seattle, Wash., area, moving about 20 employees to the former CS Crable plant it is leasing in Union Township, Clermont County, officials said. Other employees would move to the company's other Seattle plant and the remainder would be laid off.

Also as part of the restructuring, Deborah Williams will become president of its licensed division and Bob Klein will become president of its branded division. Klein will oversee plants in New York City and Seattle and Ms. Williams in Cincinnati. Both positions are new.

The purpose of the restructuring is to reduce accumulated excess capacity as the company has grown through acquisitions in recent years, said Ford Taylor, chief executive officer.

The company has acquired SolarCo Inc., the parent of Morning Sun, Premier Sports Group Inc., and CS Crable this year.

The announcement of the Fairfax plant closing comes less than two weeks after Brazos won the remaining seven-year, 75 percent tax abatement on the former CS Crable it is leasing in Clermont County.

Brazos bought machinery and equipment, furnishings and accounts receivable and the CS Crable name from Midland Company in September for \$13.5 million. It has signed a 10-year lease with Midland on the Crable plant.

Brazos moved its headquarters from the Fairfax facility to the Clermont County plant shortly after the acquisition of CS Crable.

In seeking the remaining seven years of the plant's tax abatement, Brazos told Union Township officials that it planned to add almost 300 new jobs at the plant, bringing employment to 439 workers.

Midland and Crable executives had promised to employ 400 workers three years ago when they were granted the 10-year, 75 percent tax abatement. However, the company never employed more than 165 workers and had come under scrutiny from township officials.

Brazos, which recently went public, promised Union Township officials that the additional jobs will be created before the expiration of the remaining seven years of the tax abatement.

Brazos designs, prints, markets and sells sportswear that has been imprinted, dyed and decorated with logos and other designs. It buys blank shirts, T-shirts, sweatpants and other clothing and screens or sews the designs on them. It licenses the rights to the designs and logos from sports teams and other companies, such as the Walt Disney Co.

The clothing is sold through regional and national retailers, such as Wal-Mart, Target, Kmart and others.

Brazos acquired the Fairfax plant when it bought Velva Sheen in November 1994 from American Marketing Industries Inc. Then based in Houston, Brazos moved its operations to Cincinnati and has been rapidly expanding, primarily through acquisitions, since then.

Brazos also has plants in College Station, Texas, New York City and Seattle. It has quality control offices in Israel and China and a sales office in Japan.

The bottom line

In the quarter ending Sept. 27, Brazos, the maker of sports apparel, reported net income of \$4.2 million (70 cents per share) on sales of \$105.2 million.

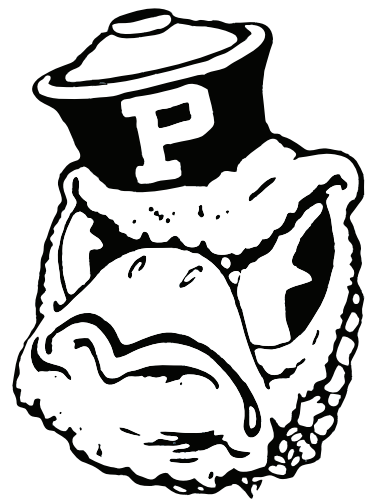
During the same period a year ago, it reported net income of \$2.9 million (60 cents) on sales of \$58 million.

Publication date: 12-02-97

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Although this book is a collection of countless artists hands over various points in time, the mascots on these pages all seem to been drawn by the same hand. The line wieghts, extra details, the fact they are all disembodied head and “pie eye” eyes seem to suggest a specific asthetic.

The “pie eye” was used heavily by Mickey mouse and early cartoons in the 1920’s and was phased out over all by the 1950’s replaced by the black circle eye. The “pie eye” Mickey made a return in the 1990’s with the Mickey and Co. style guide, and was used on vintage looking flags, and other various gift store products. Some alternative artists of the 1970’s like R.Crumb revived the “pie eye” in alternative comics.

These icons also make up good t-shirts. The simplification a of the shape makes them fill up th 12” by 12” square of printable area in a silk screen. They also allow space for type to be circled around them and under them without losing details from a distance. So these heads stand the test of time.



